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MOTAZ-BELLAH MOHAMED MOSTAFA

PROFESSIONAL SUMMARY

Passionate digital marketer with 13+ years of experience driving brand awareness and achieving goals through effective copywriting and strategic digital marketing campaigns. Proven track record in freelance, team, and leadership roles.

SKILLS & ABILITIES

Expertise in digital marketing strategy, copywriting, and campaign execution, combined with strong capabilities in managing on-site and remote teams, performance analysis, and data-driven reporting to drive impactful results.

EXPERIENCE

VUBE, CAIRO

HEAD OF DIGITAL MARKETING

From November 2022 to Present

Planned and executed comprehensive digital marketing strategies aligned with business objectives. Led and supervised the digital marketing team, monitored and analyzed performance across channels, and managed SEO and SEM initiatives. Oversaw the company website to ensure optimal performance, content quality, and user experience.

VUBE, CAIRO

SENIOR DIGITAL MARKETING SPECIALIST

From November 2019 to October 2022

Developed and executed digital marketing strategies, supervised the digital marketing team, and monitored performance across channels. Led SEO initiatives and analyzed digital activities to optimize campaigns and support business objectives.

TREE ADVERTISING, CAIRO

SENIOR SOCIAL MEDIA STRATEGIST

From April 2017 to July 2019

Planned and executed end-to-end social media strategies, covering content planning, ideation, copywriting, publishing, and paid social media campaigns. Managed, monitored, and evaluated campaign performance to achieve client objectives. Reviewed and approved content produced by the team to ensure quality and strategic alignment.

TREND FOR ECONTENT, GIZA

MARKETING DIRECTOR

From October 2016 to February 2017

Led and directed all marketing activities for the startup and its subsidiary entities (Shafaff.com, TYT Co-working space & DbSE), overseeing brand strategy, growth initiatives, and cross-channel execution to support business expansion.

LINK EGYPT, CAIRO

DIGITAL MARKETING SPECIALIST

From July 2016 to September 2016

Created social media content, including copywriting and visual design for social media posts, ensuring consistency with brand messaging and visual identity.

SHAFAFF.COM, GIZA

MARKETING MANAGER

From November 2014 to June 2016

Led the marketing team and oversaw digital marketing strategy, content planning, copywriting, and creative development. Contributed to on-ground marketing and PR activities, collaborated with the editorial team to optimize news headlines and content, and managed website content with a strong focus on SEO.

EDUCATION

BACHELOR'S DEGREE OF CIVIL ENGINEERING, AIN SHAMS UNIVERSITY, 2012.