Mustafa Mohamed

Digital Marketing Specialist | CMS Designer & Developer

+201121596318
mustafa.mohamedm22@gmail.com
Egypt-Qena
mustafamu.site

Summary

Digital Marketing Specialist and CMS Developer,experience in creating and executing successful marketing campaigns, managing digital content, and designing and developing WordPress and Shopify websites. Proficient in social media management, paid advertising, video production, and brand identity design, with a track record of optimizing online presence and driving customer engagement

Education

STUDIED AT HIGH INSTITUTE OF COMPUTER SCIENCE AND INFORMATION SYSTEMS 6TH OCTOBER
bachelor of Computer Science

Work Experience

Digital Marketing Specialist | Wordpress Designer

Jun 2022 – Present

ALARABY REAL ESTATE DEVELOPMENT | *Egypt-Qena*

I started my career at Alaraby Investment & Real Estate Development as a Graphic Designer

- Started as a Graphic Designer, creating marketing materials and visual content using Adobe Photoshop.
- Planned and executed Digital Marketing campaigns, including paid advertising across social media platforms.
- Created and managed digital content, including marketing copy, social media posts, and campaign content.
- Managed the company's Social Media Pages, including content scheduling, publishing, and audience engagement.
- Designed social media and marketing materials using Canva and Adobe Photoshop.
- Developed video content, including video concepts, scripts, editing, and production using Filmora and DaVinci Resolve.
- Learned and developed expertise in WordPress CMS, contributing to the development and continuous improvement of the company's website.
- Managed the company's website, including content updates, maintenance, plugins, and basic technical optimization.
- Managed website hosting, domain settings, and official business email accounts.
- Handled basic website troubleshooting and technical requirements related to hosting, domains, and CMS management.
- Progressed to become responsible for the company's Marketing Department, overseeing marketing activities and digital presence.
- Managed the company's overall digital presence, coordinating marketing content, social media, website, and digital campaigns.

Digital Marketing Specialist | WordPress And Shopify Developer

Sep 2025 – Feb 2026

DAMSCI | *Germany*

Worked at Damsci Store as a Digital Marketing Specialist and Shopify & WordPress Designer, responsible for managing digital marketing activities and designing and customizing e-commerce stores using Shopify and WordPress

- Developed the brand identity and established the company's social media presence.
- Created and managed social media pages across relevant platforms.
- Managed the store's hosting environment and technical setup.
- Built and configured e-commerce stores using Shopify and WordPress.
- Designed visual content for social media pages, posts, and the online store.
- Created and managed Facebook and TikTok advertising campaigns.
- Wrote content for social media pages, product pages, and marketing campaigns.
- Created video marketing content for products and promotional campaigns.
- Communicated with models and content creators on Fiverr to produce product advertising materials.
- Managed the overall digital marketing activities and e-commerce operations.
- Oversaw the store's day-to-day management, marketing activities, content, and digital presence.

Marketing Team Manager

Oct 2023 – Oct 2025

XO-MEDICAL SOLUTIONS | *Egypt-Qena*

Founded XO as an online marketing company based in Qena, providing digital marketing services to clients across different governorates in Egypt

- Managed the company's social media pages and digital presence.
- Created and managed the company's advertising campaigns.
- Recruited and managed the Marketing Team, including Graphic Designers, Content Writers, and Moderators.
- Launched targeted marketing campaigns to reach and attract potential clients.
- Managed the full customer journey, from initial communication and lead generation to closing contracts.
- Communicated with potential clients, followed up with leads, and coordinated the contracting process.
- Conducted online meetings with clients after completing the contracting process.
- Handed over newly acquired clients to the relevant team members for project execution and follow-up.

Wordpress Developer

Nov 2023 – Nov 2024

HAVANA TEXTILE | *Saudi Arabia*

Worked at Lavana & Havana as a WordPress Developer, responsible for developing and setting up the online store, managing the website and its operations, and coordinating with the team to ensure smooth store management and performance

- Selected the most suitable WordPress theme based on website speed, performance, and business requirements.
- Designed and customized the online stores according to the brand and business requirements.
- Managed and configured the required WordPress plugins and integrations.
- Managed the stores' hosting environment on Hostinger, including basic hosting and website management tasks.
- Coordinated and followed up on tasks with the Marketing Team, SEO Team, and Order Management Team.
- Managed and tracked development and operational tasks through ClickUp.
- Ensured tasks were completed and followed up with team members to maintain smooth workflow and store operations.
- Managed domain names, including domain transfers to and from the company's Hostinger hosting environment.
- Managed and configured payment gateways through Moyasar, including Mada, STC Pay, Tabby, and Tamara.

- Maintained and secured the websites, including regular website maintenance, security monitoring, and troubleshooting.
- Developed and continuously improved the online stores based on business requirements and operational needs.
- Collaborated with stakeholders and team members through tasks, meetings, and technical discussions to plan and execute website improvements.

Skills

Digital Marketing
Marketing Strategy, Social Media Marketing, Social Media Management, Paid Advertising, Facebook Ads, TikTok Ads,

Lead Generation, Marketing Campaign Planning, Campaign Management, Social Media Content Creation,

Video Content Creation, Video Editing, Graphic Design, Brand Identity

Marketing Tools & Platforms
Todoist Task management, workflow organization, and planning and scheduling marketing activities.,

iBots Social media management, content publishing automation, and automated comment responses.,

Social Status Social media and advertising analytics, performance tracking, reporting, and data visualization., ClickUp,

Canva, DaVinci Resolve, Filmora, WordPress, Shopify, Salla

AI Tools
ChatGPT Marketing content creation, copywriting, campaign ideas, content planning, and generating concepts for social media posters and marketing designs.

,

Google Gemini Content creation, marketing research, campaign planning, and creating marketing materials.,

Gamma Creating professional presentations, pitch decks, and PDF marketing materials.
