

AHMED TAREK

Growth & Operations Manager | Marketing, Sales & Business Systems | GCC Market

Cairo, Egypt | Open to relocation (UAE / International)
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PROFESSIONAL SUMMARY

Growth and operations leader with 6+ years across marketing, sales, operations and creative, currently leading growth and operations at a remote digital marketing agency serving the Saudi market. Connects both sides of the business: drives demand through positioning, offers and paid campaigns on Meta, TikTok and Snapchat, and builds the systems that turn that demand into revenue: CRM and lead routing, booking flows, project portals, accounting and team performance tracking. Single-handedly designed and deployed the company's full operating stack and leads a cross-functional remote team. Business Administration graduate with a 197-hour MBA program and an advanced AI power user (Claude, LLM agents) who automates work and moves fast. Raised in Saudi Arabia for 15 years; native Arabic (including Saudi dialect) and fluent English.

CORE COMPETENCIES

Growth Strategy & Positioning • Performance Marketing (Meta, TikTok, Snapchat) • Business Operations & Process Design • CRM Implementation & Lead Routing • Sales Funnels & Sales Operations • Market & Competitor Research • Remote Team Leadership • KPI Tracking & Reporting • Project & Workflow Management • Systems Integration & Automation • E-commerce Growth (Salla, WordPress) • AI-Powered Marketing & Operations

PROFESSIONAL EXPERIENCE

Managing Director | Growth & Operations Feb 2025 – Present

Etlala Marketing Agency (itlaala.com) Egypt | Remote, serving Saudi Arabia

- Run the agency end-to-end, serving Saudi e-commerce brands and service businesses; repositioned it as a growth partner accountable "from the ad to the sale."
- Plan and oversee paid social campaigns on Meta, TikTok and Snapchat that generate WhatsApp leads for clients in fashion, beauty, F&B, training, real-estate tech and retail.
- Built a 13-section go-to-market plan (market analysis, positioning, offer design, ad methodology, 90-day roadmap) and restructured the service line into 4 tiered growth packages.
- Deliver market studies, competitor analyses, break-even calculations and 90-day marketing plans for clients, with Meta Pixel, GA4 and Looker Studio reporting.
- Designed and deployed the full operating stack on Hostinger: WordPress website, self-hosted Krayin CRM, Leantime client portal, Cal.com booking and Zoho Books accounting.
- Migrated from HubSpot to a self-hosted open-source CRM, cutting SaaS costs and enabling automatic round-robin distribution of ad leads to the sales team.
- Built the client journey: ad → website booking → instant email/WhatsApp confirmation → automatic CRM entry → sales follow-up.
- Lead a remote team of account managers, a media buyer, designers, social media and SEO specialists and sales reps; introduced a custom attendance bot, a 15-minute response standard and monthly performance reports.
- Designed the sales compensation model (base + bonus + commissions), cold-calling scripts, lead qualification training and a "Refer & Earn" referral program.
- Integrated AI agents (Claude) into operations and the client offer: every subscribed store gets an AI agent that manages products and reports through chat.

Sales Consultant Apr 2024 – Dec 2024

Azzrk Mansoura, Egypt

- Managed the client pipeline from first call to close, diagnosing needs and tailoring marketing and e-commerce solutions.
- Pitched and closed service packages for e-commerce brands through clear, value-led presentations.
- Tracked leads, follow-ups and deal stages in CRM, and advised clients on scaling their online stores.

Creative Director Nov 2023 – Mar 2024

Target Group Mansoura, Egypt

- Led and coordinated a creative team: assigned work, set priorities and reviewed output.
- Provided creative direction and feedback, keeping deliverables on time, on brief and on brand.
- Owned social media campaign creative from concept to delivery across multiple client accounts.

Multimedia Designer (Remote)Apr 2021 – Nov 2023

Merkai Marketing Agency*Saudi Arabia*

- Worked remotely with a Saudi agency’s marketing team to launch campaigns for Saudi brands.
- Produced graphic and motion content that translated brand messaging into high-engagement social posts.

Freelance Multimedia DesignerJun 2020 – Present

Upwork & Direct Clients*Remote*

- Managed international client projects end to end in English: scoping, delivery and revisions.
- Maintained a 5-star average rating and 100% Job Success Score on Upwork.

EDUCATION & PROFESSIONAL DEVELOPMENT

Bachelor of Commerce, Business Administration2020 – 2024

Mansoura University, Egypt

- MBA Program (197 hours), Ehab Mesallam, Udemy: strategy, marketing, finance, operations and management
- Entrepreneurship & Business Workshops (multiple programs)

TOOLS & TECHNOLOGIES

Ads & Analytics: Meta Ads Manager, TikTok Ads, Snapchat Ads, Google Analytics 4, Meta Pixel, Looker Studio, Microsoft Clarity

CRM & Operations: HubSpot, Krayin CRM, Cal.com, ClickUp, Trello, Leantime, Zoho Books, Excel

Web & Infrastructure: WordPress, Salla, Hostinger (hosting, subdomains, email), self-hosted open-source platforms

AI: Claude (advanced: agents, automation, research), ChatGPT, ElevenLabs, generative image & video tools

Creative: Photoshop, Illustrator, After Effects, Premiere Pro

ADDITIONAL INFORMATION

Languages: Arabic (Native, fluent Saudi dialect), English (Fluent, professional working proficiency)

Gulf Experience: Born and raised in Saudi Arabia (15 years); 4+ years serving Saudi clients and brands

Nationality: Egyptian | Military Service: Completed | Valid Driving License