

MENNATALLAH MOSTAFA ELSAYED

Senior Digital Marketing Executive | Digital Strategy | SEO | Google Ads | Social Media | AI
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PROFESSIONAL SUMMARY

Senior Digital Marketing Executive with 8+ years of experience in digital marketing, social media, SEO, and Google Ads across hospitality, tourism, healthcare, and startup environments. Experienced in managing multi-market brand presence across Egypt, Saudi Arabia, Oman, Switzerland, Montenegro and the UAE, from strategy through campaign execution.

CORE COMPETENCIES

- Digital Marketing Strategy
- Content & Campaign Planning
- Team Leadership
- Google Ads & PPC
- Brand Management
- Market Launches
- Search Engine Optimization
- Digital Event Marketing
- AI-Assisted Digital Marketing
- Social Media Strategy
- Account Management
- Microsoft Office

PROFESSIONAL EXPERIENCE

Senior Digital Marketing Executive | Orascom Hotels

November 2021 - Present | [Egypt](#) / [Oman](#) / [UAE](#) / [Switzerland](#) / [Montenegro](#)

- Managed the digital presence of El Gouna Hotels in Egypt, Hawana Salalah Hotels in Oman, and The Chedi Hotels across key digital channels, ensuring consistent brand communication, updated content, and alignment with each property's marketing objectives.
- Led Google Ads and SEO activities for El Gouna Hotels, including keyword research, campaign setup and optimization, search performance monitoring, landing-page coordination, and ongoing SEO recommendations to improve organic visibility and qualified website traffic.
- Coordinated digital campaign planning across regional hospitality brands by translating commercial priorities, seasonal offers, and hotel experiences into platform-ready content, campaign briefs, and execution plans across social media, paid media, websites, and search channels.
- Managed and updated hotel website content, including promotions, packages, service information, event details, and seasonal offers, ensuring all published information was accurate, brand-compliant, and updated in a timely manner.
- Monitored digital channel performance and campaign activity, identifying content, traffic, and visibility opportunities to support stronger online engagement, brand awareness, and direct booking potential.

Digital Marketing Team Leader | NTAM Tech

April 2019 - October 2021 | [Egypt](#) / [Saudi Arabia](#) / [UAE](#)

- Led cross-functional social media and SEO teams, developing digital strategies, content plans, and SEO roadmaps while overseeing end-to-end execution across client accounts.
- Managed the digital presence of leading Accor Hotels across Saudi Arabia, ensuring consistent brand visibility and campaign delivery.
- Oversaw digital marketing activities for Danat Hotels in the UAE, supporting social media, content, and online presence initiatives.
- Planned and delivered digital event campaigns for LEO Pharma and GlobalPharma, coordinating campaign execution across digital channels.

Social Media Account Manager / Executive | Pointers Enterprises

June 2018 - February 2019 | [Egypt](#)

- Developed and executed digital marketing campaigns for clients across social media, content, and online channels, from campaign planning and content coordination to launch, monitoring, and day-to-day optimization.
- Managed daily client account operations, including coordinating content calendars, responding to client requirements, following up with internal creative teams, monitoring campaign progress, and ensuring deliverables were completed on schedule.
- Supported startups in building and launching their digital presence by helping define their brand positioning, social media setup, content direction, and initial digital marketing plans.
- Led branding projects from initial client briefing through research, concept development, creative coordination, client feedback, revisions, and final delivery, ensuring alignment with business objectives and brand identity.

EDUCATION & CERTIFICATIONS

Marketing Major, Faculty of Commerce (English Department), University of Alexandria | 2013 - 2017 | Grade: Good

Google Ads Certified Partner | Advanced SEO Course | Digital Marketing Diploma, ITI (2018) | Principles of Banking, EBI (2017)

ADDITIONAL

Volunteer: Life Makers Organization and CDCE (2016 - 2017) | Unilever Academy Participant (2015)

Mennatallah Mostafa Elsayed | Senior Digital Marketing Executive