AHMED ELSHAMY

Head of Digital Marketing & E-commerce | Performance Marketing | Brand & Creative Direction

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PROFESSIONAL SUMMARY

Digital Marketing & E-commerce leader with **7+ years** owning the full marketing cycle, from strategy and positioning to paid media, conversion tracking, online sales and creative, for brands in **Saudi Arabia, Egypt and the UAE**. Currently **Head of Digital Marketing & E-commerce at Xtreme Nano** (premium automotive care, Riyadh). Track record across fashion e-commerce, automotive services, education and a Riyadh marketing agency. Combines data-driven performance marketing (Meta, Google, TikTok, Snapchat; GA4 and GTM) with hands-on creative direction, so campaigns move fast and stay on-brand. Looking for a senior marketing or e-commerce leadership role in Riyadh or Jeddah.

CAREER HIGHLIGHTS

- Leading digital marketing and e-commerce as **Head of Digital Marketing & E-commerce** for a premium automotive care brand in Riyadh.
- Ran marketing **across three markets**: Saudi Arabia, Egypt and the UAE (Torinese UAE branches managed remotely).
- Owned **Shopify e-commerce** end to end for two fashion brands (Torinese, DIVA Wear) over 4+ years.
- Managed **multi-client paid media** at a Riyadh agency (LeaPPoint) across several industries.
- Full-funnel ownership: strategy, paid acquisition, **GA4/GTM conversion tracking**, CRO and reporting to management.

CORE COMPETENCIES

• Digital Marketing Strategy	• Performance Marketing	• E-commerce Management
• Paid Social & Search Ads	• Lead Generation & Bookings	• Conversion Rate Optimization
• GA4 & Google Tag Manager	• SEO & Google Business Profile	• Marketing Automation
• Brand Strategy & Creative Direction	• Content & Social Media Strategy	• Campaign Planning & Reporting

PROFESSIONAL EXPERIENCE

Head of Digital Marketing & E-commerce
Apr 2026 – Present

Xtreme Nano — Riyadh, Saudi Arabia

Premium automotive care brand: Paint Protection Film, Nano Ceramic Coating, detailing.

- Own the digital marketing strategy across Meta, Google and TikTok Ads, built around lead generation and service bookings.
- Run the website and digital platforms, SEO and organic growth, and Google Business Profile performance across branches.
- Set up marketing analytics and conversion tracking with Google Analytics 4 and Google Tag Manager.
- Build marketing automation and digital systems that shorten the customer journey from ad to booking.
- Lead creative direction and brand communication, including premium ad and social creative for the brand.
- Drive the digital transformation of the company's marketing operations.

Digital Marketing Account Manager
Jan 2025 – Jul 2025

LeaPPoint Agency — Riyadh, Saudi Arabia

- Managed digital marketing accounts for agency clients across multiple industries in Saudi Arabia.
- Owned day-to-day client relationships, campaign planning and growth strategies tied to each client's business goals.
- Built and managed paid advertising across Meta, Google and TikTok.
- Produced performance reports and turned results into clear next-step recommendations.
- Coordinated creative campaigns with design, content and production teams.

Digital Marketing & E-commerce Manager
Jan 2023 – Dec 2024

Abdelrazek Group

- Headed the digital marketing function and the e-commerce strategy.
- Drove online sales growth across digital channels and optimized paid media performance.
- Strengthened brand positioning through content and creative strategy.
- Analyzed marketing performance and reported results to management.

Freelance Digital Marketing & E-commerce Consultant
Jan 2024 – Dec 2024

LUNE Fabrics

- Advised on digital marketing and e-commerce strategy, campaign planning and social media strategy.
- Supported brand development, creative direction and digital growth for the online business.

Digital Marketing & E-commerce Manager
Apr 2019 – Dec 2023

DIVA Wear — Egypt (Remote)

Fashion brand.

- Built and executed the digital marketing strategy and brand positioning.
- Ran e-commerce operations and the Shopify store, improving conversion across the store and customer journey.
- Planned and optimized paid campaigns across Meta, Google and TikTok.
- Grew social media channels and led creative direction for seasonal launches and promotions.

Marketing & Creative Manager
Sep 2020 – Dec 2022

Future Academy Preschool

- Set the marketing strategy for enrolment and brand awareness.
- Managed social media, content strategy, digital advertising and community campaigns for parents.
- Owned brand communication, visual identity and design direction.

E-commerce & Digital Marketing Manager
Feb 2019 – Dec 2022

Torinese — Egypt & UAE (Remote)

Men's fashion brand operating in Egypt and the UAE.

- Planned the digital marketing strategy and the seasonal campaign calendar.
- Managed and optimized the Shopify store; ran Meta and Google Ads for sales and customer acquisition.
- Managed marketing activities for the UAE branches remotely.
- Led creative direction, visual communication and social media strategy across markets.

EDUCATION

Bachelor of Laws (LL.B.) — Zagazig University, Egypt

TOOLS & PLATFORMS

Advertising: Meta Ads Manager, Google Ads, TikTok Ads, Snapchat Ads | **Analytics:** Google Analytics 4, Google Tag Manager, Google Business Profile | **E-commerce & Web:** Shopify, Salla, WordPress

LANGUAGES & ADDITIONAL INFORMATION

Languages: Arabic (Native), English (Intermediate)
Location: Riyadh, Saudi Arabia (current residence) | Iqama transfer accepted | Nationality: Egyptian
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