

NIRMEEN AHMED HAMED MUSTAFA

Global Brand & Revenue Transformation Leader | MBA | Enterprise-Scale Marketing Architect

14+ years of hands-on experience in Digital Marketing | 11+ years of Team Leadership

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Summary

Purpose-driven marketing and growth executive with 14+ years of experience leading brand and revenue transformation for enterprises and platforms in MENA, North America, and West Africa.

I have spent 7 years in digital agencies, 4 years in corporate roles, and 6 years working with YouTube partner companies (YouTube Certified). This mix of experience gives me a broad view of agency, platform, and enterprise work. Over the past 11 years, I have led cross-functional teams, orchestrating marketing, sales, and creative operations at scale.

I am an architect of scalable marketing systems that connect brand positioning with real business results. I have led marketing projects for over 70 clients across industries such as entertainment, media, healthcare, travel, industrial production, public figures, and digital publishing.

I blend strategic thinking with hands-on execution, leading and managing 100+ professionals, restructuring organizations, and leveraging AI-driven marketing to boost performance.

My work has led to clear results, such as quadrupling revenue without changing the product, cutting enterprise reporting time by 40% through digitization, running multilingual campaigns in 34 markets, launching a new Matcha product for Imtenan in FMCG, and boosting Net Revenue Retention by 50% in four months by reactivating churned Snapchat MENA accounts.

My top CliftonStrengths are Arranger, Belief, Significance, Responsibility, and Achiever. These guide me in organizing teams, taking ownership of results, and making a real impact through focused and purposeful leadership.

Experience

Fractional Marketing Director

Nov. 2025 - Present

Industries Served:

- Professional Training & Coaching (Career Coaching).
- Healthcare & Pharmaceuticals (Online Dietary Supplements Platform – KSA).
- Medical Practice (Bariatric & Laparoscopic Surgery).

Marketing Consultant & Operations Lead | World of Arts

Jun 2025 - Present | Lebanon - Remote - Contract

World of Arts – a regional crafts business with operations in Lebanon and West Africa, Côte d'Ivoire, Guinea, Senegal, Mali, and Ghana.

- Led a team of 26 individuals across social media, creative, media buying, and call center departments.
- Designed Standard Operating Procedures (SOPs) and restructured the project by introducing daily check-ins and a task tracker, resulting in a 30% increase in sales within the first three months.

SMB Digital Ads Sales Team Lead (Assistant Operations Manager) | Genpact (Vendor of Snapchat).

Apr 2023 - May 2025 | Cairo, Egypt

- Led large-scale operations for the **Snapchat MENA SMB program**, managing 46 FTEs across Account Management, Customer Success, and BDR/SDR functions.
- Acted as the operational bridge between Genpact and **Snapchat MENA**, ensuring execution excellence, SLA adherence, and scalable revenue growth initiatives.
- Led a comprehensive time & motion study to analyze task execution, workload distribution, and process flow.
- Coach team members (100+ agents across multiple functions) on performance management, productivity tracking, and operational discipline.
- Digitized reporting and performance dashboards using AI-powered tools, reducing reporting turnaround time by 40%.
- Successfully completed the Front Line Manager (FLM) Program, covering Lean Six Sigma, Operations Excellence, People Leadership, Commercial Excellence, and Personal Effectiveness.

Digital Marketing Strategist | Self-Employed

Aug 2022 - Present - Remote

- Acquired new clients in KSA, UAE, Canada, and Egypt through strategic outreach and deal negotiations.
- Directed a cross-functional digital marketing team and strategized and optimized paid advertising campaigns across multiple platforms (Meta, X, YouTube, and Google Ads).
- Managed a varied client portfolio in different regions, including high-profile organizations like The General Presidency for the Affairs of the Grand Mosque and the Prophet's Mosque, a photographer in Canada, an E-commerce site specializing in supplements in the KSA, an Egyptian career coach, and an e-commerce website of surveillance cameras.

Digital Marketing Strategist | Emoteyes. Inc

May 2021 - Aug 2022 | Chicago, USA - Remote

- Developed social media content and campaigns for audiences in North America and Europe (dog wear & digital magazine sectors).
- Collaborated with content creators, creatives, and web development teams to create websites optimized for SEO.
- Supported Abdulla Al Ghurair Foundation (AGF) with bilingual content translation (Arabic ↔ English).
- Delivered creative content for a digital magazine dedicated to female entrepreneurship.

Digital Marketing Manager | Digital Experts

Feb 2019 - Feb 2020 | Cairo, Egypt

- Managed high-profile travel accounts, including Travco Holidays, Sound & Light, and Misr Travel.
- Increased audience engagement through social media strategy → boosted visibility and lead conversion on Meta and Google Ads,
- Oversaw SEO, branding, UI/UX, and video production for integrated campaigns.

Digital Marketing Team Leader | Crew Art Production

Jan 2018 - Feb 2019 | Cairo, Egypt

- Built and scaled a high-performing digital marketing team by defining roles, workflows, and KPIs.
- Developed omnichannel campaigns (social media, SEO, branding, web).
- Led digital marketing for a plastic surgery clinic → increased patient leads and online visibility.
- Effectively collaborate with the other media production departments (Video & Audio production teams).

Senior YouTube Channel Manager | DigiSay

Dec 2015 - Jan 2018 | Cairo, Egypt

- Led a team of 9 YouTube specialists and successfully negotiated deals with new YouTubers.
- Developed and executed YouTube SEO strategies for top TV channels, public figures, and top news websites in Egypt.
- Scaled Sada Al Balad YouTube TV channel revenue 4x in 4 months without changing the content.
- Resolved copyright disputes across YouTube CMS, Facebook, SoundCloud, and Anghami.

Digital Marketing Manager | A.D.S. Solutions

Mar 2020 – Nov 2020 | Cairo, Egypt

- Managed cross-functional teams, bridging marketing strategy with creative execution.
- Supported business growth by defining service pricing structures and crafting tailored client proposals.

YouTube Channel Manager | Rainbow Agency

Jul 2013 - Aug 2015 | Cairo, Egypt

- Managed end-to-end YouTube operations, including content publishing, optimization, and CMS administration; resolving copyright claims and content ID disputes.
- Optimized YouTube SEO and monetization for Top TV channels, Alhayah & TEN TV, and media production companies such as Al Adel Group.
- Implemented comprehensive video optimization strategies to maximize views, watch time, and revenue.

Social Media Specialist | Bezzat

Nov 2013 - Oct 2014 | Cairo, Egypt

- Generated and published content of classified ads on platforms for audiences in both Egypt and Saudi Arabia.
- Created monthly editorial calendars and coordinated with the SEO team to use relevant keywords.

Digital Communications Specialist | Egyptian Steel

Sep 2012 - Nov 2013 | Cairo, Egypt

- Created monthly editorial calendars and managed multiple social media platforms.
- Designed graphics, optimized the YouTube channel, and managed the company website using Joomla software.

Narrator & Social Media Specialist | Iqraaly

Jun 2012 - Nov 2013 | Cairo, Egypt | Part-time

Iqraaly is the leading Arabic audiobook platform in the Middle East.

- Produced and narrated daily Arabic audio news bulletins covering headlines, opinion pieces, and feature articles from leading Egyptian media outlets.
- Edited and published audio content on the platform, ensuring quality, accuracy, and consistency using Audacity.
- Led social media management for Facebook & Twitter accounts, driving organic audience growth and increasing followers 200% while promoting Arabic audio content adoption.

Social Media & YouTube Specialist | Cultural Resource (Al Mawred Al Thaqafy)

Jan 2012 - Jul 2013 | Cairo, Egypt - Freelance

Culture Resource (Al Mawred Al Thaqafy) is a regional, non-profit organization that seeks to support artistic creativity in the Arab region and encourage cultural exchanges within this region and with the developing world.

- Managed and moderated multiple Facebook and Twitter communities for regional cultural institutions, driving consistent engagement and organic growth.
- Planned and promoted cultural events and festivals via social media, contributing to strong attendance and audience reach.
- Managed the Culture Resource YouTube channel, editing and publishing 700+ videos and optimizing content for SEO.
- Built structured playlists and improved discoverability, contributing to 491K total views and steady subscriber growth.

Education

- **MBA in Global Marketing – Eslsca Business School** (2019–2021) | My **Seminar**: The impact of blockchain technology on non-fungible tokens (NFTs) within the sports industry | GPA: 3.7 (A–).
- **Bachelor of Arts, Journalism & Mass Communications – Ain Shams University** (2007–2011) Grade: Very Good.
- **Career Certificate** in Teaching Arabic as a Foreign Language (CCTAFL) – AUC (2018).

Certificates

- FLM (Front-Line Manager), Lean - **Genpact 2025**
- Solution Design, People Leadership – **Genpact (2024)**.
- International E-Commerce - (**Snapchat 2024**)
- Generative AI – Genpact (**2023–2024**).
- Go-to-Market (GTM) Plan, Agile New Product Development for Manufacturers, Change Management – (**LinkedIn 2025**).
- Emotional Intelligence, Business Etiquette and Body Language – **Almentor**.
- **YouTube Certified**: Audience Growth, Content Ownership & Digital Rights.
- SEO & Google Analytics – **Udemy**
- Digital Marketing & Media Planning, Content Marketing (**DM Arts Academy 2015**).

Tools & Platforms:

- **Digital Advertising Platforms**: Meta, YouTube, Google Ads, Twitter (X), LinkedIn, TikTok, and Snapchat.
- **SEO & Search Optimization**: YouTube SEO, SEMrush, and Google My Business.
- **Analytics, Strategy & Reporting**: Google Analytics, Looker, and strategy frameworks such as SWOT, TOWS, Ansoff Matrix, SOSTAC, and Marketing Research to enable data-driven decisions and campaign evaluation.
- **Project Management & Collaboration**: Airtable, Asana, Trello, Jira, Hootsuite, Sprout Social, Buffer.
- **Collaboration Tools**: Slack, Zoom, Microsoft Teams, Google Workspace, and Microsoft Office (Pivot Tables, VLOOKUP).
- **Email Marketing Platforms**: Mailchimp and Constant Contact.
- **Creative & Audio Tools**: Adobe Photoshop, Canva, and Audacity.
- **Web & CMS Platforms**: Wix, Odoo, WordPress, and Joomla.
- **CRM Systems**: Salesforce, Zoho.
- **ERP Systems**: Oracle, Workday.
- **Sales Intelligence & Workflow Tools**: Gong, Jira.
- **AI & Marketing Automation Tools**: ChatGPT, Gemini, Claude, DeepSeek, Manus, and Perplexity.

Achievements

Organizational Transformation & Operational Excellence

- I revamped reporting workflows for account management, customer success, and leadership, converting manual reporting into digital systems, reducing reporting time by 40%, and greatly improving team efficiency and alignment at Genpact.
- I established and enforced structured marketing communications systems, conducted daily performance check-ins, and successfully led a cross-functional team to achieve a 30% sales increase within three months at World of Arts.

Revenue & Monetization Growth

- Led the recovery of churned accounts within Snapchat MENA by restructuring engagement and revenue recovery strategies, increasing Net Revenue Retention (NRR) by 50% in four months through disciplined execution and strategic account reactivation.
- Restructured content optimization and revenue strategies to quadruple YouTube TV channel revenue within four months, without changing the existing content strategy at DigiSay.
- Execute and optimize marketing and Google Ads campaigns for Sound & Light Egypt, driving 7,000 online ticket purchases through advanced audience targeting and strategic budget allocation.

Large-Scale Campaign Impact

- Design and implement a large-scale multilingual campaign for the General Presidency of Haramain, coordinating messaging across 34 languages, achieving 200% growth in views, and acquiring 9,000 subscribers within three weeks.

Brand Growth & Digital Expansion

- Designed a data-driven content strategy and launched a TikTok channel, resulting in strong organic growth within six months.
 - +86% Facebook impressions
 - +294% Instagram impressions
 - +80% Instagram engagement
 - +24% Twitter impressions
 - 700 TikTok views across 16 videos in the first six months

Strategic Market & Product Launch Planning

- Designed and executed strategic marketing and media plans for FMCG expansion, leading the launch of a new matcha product for Imtenan.
- Applied market repositioning strategies to redefine Labanita's brand presence within the Egyptian dairy market, enhancing competitiveness and market relevance.

Industry Recognition

- Earned multiple YouTube Gold and Silver Play Button Awards by combining disciplined execution with strategic channel optimization, successfully scaling digital media platforms, and accelerating audience and revenue growth.

Skills

- **Strategic Marketing & Growth Architecture**

Designing integrated marketing strategies that align brand positioning with measurable business growth, driven by a strong commitment to meaningful impact and long-term value creation.

- **Cross-Functional Leadership & Team Orchestration**

Organizing diverse teams across marketing, creative, media buying, web development, and sales operations to deliver coordinated results at scale.

- **Revenue-Focused Performance Marketing**

Optimizing paid media ecosystems across platforms such as Meta, Google, Snapchat, TikTok, and YouTube to drive measurable commercial outcomes.

- **Omnichannel Campaign Development**

Building cohesive marketing ecosystems across social media, SEO, and digital advertising to strengthen brand visibility and audience engagement.

- **Data-Driven Decision Making & Analytics**

Leveraging analytics tools such as Google Analytics, Looker, and SEMrush to translate data into actionable insights that guide strategic marketing decisions.

- **Marketing Operations & Process Optimization**

Designing structured workflows, reporting frameworks, and operational systems that improve efficiency and accountability across teams.

- **AI-Enabled Marketing Innovation**

Integrating AI tools such as ChatGPT, Claude, Gemini, and DeepSeek to enhance marketing productivity, reporting efficiency, and strategic ideation.

- **Digital Platform & Content Ecosystem Management**

Managing digital platforms, including YouTube, websites, and social media channels, to optimize reach, engagement, and monetization opportunities.

- **Project Management & Collaborative Workflows**

Utilizing tools such as Airtable, Asana, Trello, Jira, and Slack to structure complex projects and ensure consistent delivery across teams.

- **Creative & Web Platforms**

Working with platforms such as WordPress, Wix, Joomla, Canva, and Photoshop to support integrated digital marketing and brand storytelling initiatives.

Language

- Arabic: Native & Fusha.
- English: Professional.
- German/ Italian: Beginner.