



# Sherif Adel Saleh

## Senior Digital Marketing Analyst & Specialist

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### PROFESSIONAL SUMMARY

Senior Digital Marketing Analyst with over 10 years of experience driving growth through data-backed strategies in SEO, performance marketing, and cross-channel analytics. Proven track record of scaling organic traffic by 50% and optimizing multi-platform ad spend using GA4, GTM, and AI-driven insights to align marketing performance with revenue KPIs.

### WORK EXPERIENCE

#### Senior Digital Marketing Analyst & Specialist · Evolvica GmbH

06/2022 – Present

- Implemented AI-powered predictive analytics and anomaly detection to increase the speed and accuracy of marketing decision-making
- Optimized paid media performance across Google, Meta, and LinkedIn, improving ROAS and lowering CAC through rigorous funnel analysis
- Architected end-to-end measurement and attribution frameworks using GA4, GTM, and Looker Studio to align digital performance with revenue KPIs
- Spearheaded SEO and GEO (Generative Engine Optimization) strategies, utilizing technical audits and keyword clustering to maintain search dominance
- Engineered automated executive-level dashboards that translated complex datasets into actionable growth roadmaps for stakeholders

#### Senior Digital Marketing Specialist · Corporatica

12/2021 – 06/2022

- Directed a comprehensive website migration and redesign, achieving a 50% increase in total traffic and a 37% surge in organic sessions
- Developed a segmented editorial content strategy that increased cross-channel engagement and community growth by 40%
- Executed technical SEO audits and link-building campaigns for multiple high-authority domains to improve SERP rankings
- Managed and mentored a cross-functional marketing team, aligning social media initiatives with core business growth objectives

#### Digital Marketing Specialist · Optomatica

06/2020 – 12/2021

- Generated a 250% increase in organic website traffic and achieved a perfect SEO score (100/100) on Google Core Web Vitals
- Defined data-driven buyer personas through behavioral modeling, significantly improving sales targeting and conversion efficiency
- Orchestrated full-funnel paid campaigns on Google and Meta, focusing on lead generation, app installs, and user retention for B2B/B2C segments

- Utilized market trend forecasting to adapt content strategies, resulting in measurable increases in customer inquiry volume
- Designed multi-channel marketing strategies focused on driving qualified traffic and increasing brand awareness among target demographics
- Managed social media crisis communications and community engagement, ensuring high-quality brand sentiment across public platforms

Social Media Specialist · Apex

06/2016 – 09/2018

- Executed high-engagement promotional campaigns and product launches, leveraging promoted content and influencer partnerships
- Produced detailed competitive intelligence reports to refine client positioning and capitalize on market gaps
- Managed diverse social media portfolios across the F&B, Medical, and Fitness industries, driving consistent brand growth

EDUCATION

Bachelor degree in business administration in business administration ·

El Shorouk Academy

2012 – 2016

- Studied accounting, business administration, economic and marketing for four years

SKILLS

INDUSTRY EXPERTISE

- Creativity
- Communication
- Planning and Strategies
- Problem Solving
- Time Management
- Data Analysis
- Team Management
- Web Analytics
- Paid Media (Social media, SEM and PPC)
- Digital Marketing and Strategy
- Search Engine Optimization
- Email Marketing
- AIO (AI Optimization)
- Content Marketing

STRENGTHS

- Self Learner
- Initiative
- Problem Solver
- Analyst
- Adaptability
- Leadership

OTHER

- Google Analytics
- Google Search Console
- SEO
- WordPress
- SEMrush
- Ahrefs
- Google Ads
- LinkedIn Advertising
- Microsoft Office
- Hootsuite
- MailChimp
- Meta Ad Manager
- JIRA
- Microsoft Clarity
- Basecamp
- Slack
- Hubspot CRM
- Adobe Illustrator

CERTIFICATIONS

- Google Ads Search  
Google
- Google Ads Fundamentals  
Google
- Google Ads Apps  
Google
- Google Ads Display  
Google
- Search and Display Advertising  
University of Colorado
- Google Analytics Individual Qualification  
Google



### Fundamentals Of Digital Marketing

Google



### Foundations of Digital Marketing and E-commerce

Google



### Foundations: Data, Data, Everywhere

Google



### Project Initiation: Starting a Successful Project

Google



### Marketing Analytics and Measurement

Google



### Ask Questions to Make Data-Driven Decisions

Google



### Foundations of Digital Marketing & E-commerce

Google



### Inbound Marketing

Hubspot



### Digital Marketing

Hubspot



### Content Marketing

Hubspot



### Digital Advertising

Hubspot



### SEO

Hubspot



### Email Marketing

Hubspot



### Social Media Marketing

Hubspot



### Facebook Social Media Marketing Professional

Meta



### Facebook Blueprint

Meta



### Marketing Analytics Foundation

Meta



### Introduction to Data Analytics

Meta



### Market Research and Consumer Behavior

IE Business School



### Positioning: What you need for a successful Marketing Strategy

IE Business School



### The Marketing Plan

IE Business School



### Brand and Product Management

IE Business School



### Marketing Strategy Specialization

IE Business School



### Storytelling in Branding and Content Marketing

IE Business School



### Advanced Content and Social Tactics to Optimize SEO

University of California, Davis



### Optimizing a Website for Google Search

University of California, Davis



### Advance Search Engine Optimization

University of California, Davis



### Search Engine Optimization Specialization

University of California, Davis



### Brand Management: Aligning Business, Brand and Behavior

University of London



### User Innovation: A Path to Entrepreneurship

Massachusetts Institute of Technology through edX



### SEO

Moz



### Advanced Digital Marketing Track

Udacity



### Optimizing Your Website's Keywords & Pages using UberSuggest

Coursera

## LANGUAGES

Arabic Native ●●●●●

English Proficient ●●●●●

French Beginner ●●●●●

## MY LIFE PHILOSOPHY

Small Daily Changes Leads to Astonishing Results

## PASSIONS

Sports

Reading and Self Improvement

Psychology

Exploring and Traveling

## PROFESSIONAL DEVELOPMENT & COURSES



### Digital Marketing & Performance Strategy

University of Illinois, Google, HubSpot, Meta

- Completed Digital Marketing Specialization and Marketing in a Digital World (University of Illinois) focusing on consumer behavior in digital ecosystems
- Mastered advanced paid media tactics through Facebook Ads Training (HubSpot), Statistics for Marketing (Meta), and Contextual Marketing (Google Ads)
- Developed technical SEO competencies and end-to-end Facebook marketing strategies to drive lead generation and customer acquisition

### Data Analytics & Marketing Intelligence

Columbia University, Google, Meta

- Earned the Google Data Analytics Professional Certificate, covering the full data lifecycle from processing to visualization for business insights
- Specialized in Marketing Analytics (Columbia University) to apply statistical modeling to marketing ROI and campaign performance
- Gained foundational technical skills in HTML5 and CSS Fundamentals (W3C) to support technical SEO and web optimization

### Project Management & Leadership

Google, The Arab Regional Council

- Obtained the Google Project Management Professional Certificate, mastering Agile, Scrum, and Waterfall methodologies for cross-functional team leadership

- Completed specialized training in Marketing Consultation for Managerial Development
- and Customer Care to align marketing efforts with organizational growth

## KEY ACHIEVEMENTS

### Performance Marketing & Media Buying

- Scaled finance app acquisitions across MENA and Africa, achieving a record-low CPI of
- \$0.32
- Optimized conversion rates by 75% within 6 months while maintaining a static budget
- through rigorous A/B testing
- Doubled lead generation volume year-over-year while maintaining a 0% increase in ad
- spend

### Optimized SEO strategies and technical architecture to drive a 40% increase in organic traffic and improve site performance metrics by 25%.

- Boosted Domain Authority (SEMrush) by 14 points in 30 days via strategic backlink
- acquisition and technical cleanup
- Achieved perfect 100/100 Core Web Vitals scores for 12+ enterprise websites, directly
- improving organic rankings
- Secured 1st-page rankings for 10+ high-competition keywords across 5 distinct domains

### Strategy & Customer Growth

- Engineered comprehensive buyer personas and customer journey maps that doubled
- total sales revenue
- Launched a data-driven loyalty program that significantly increased customer retention
- and average LTV