

NOUR NASHAT

DIGITAL MARKETING & GROWTH MANAGER

Egypt | [linkedin.com/in/nour-nashat](https://www.linkedin.com/in/nour-nashat)

EXECUTIVE PROFILE

Digital Marketing & Growth Manager with progression from hands-on performance marketing into client, team and portfolio leadership across Egypt and Saudi Arabia. Combines growth strategy, strategic planning, customer acquisition, PPC/SEM, paid social, e-commerce growth, CRO, GA4/GTM measurement, marketing automation and lifecycle marketing.

SELECTED BUSINESS IMPACT

- EGP 1.6M e-commerce revenue in 3 months at 8.0x ROAS for Lolla's
- SAR 55K in sales from SAR 7K ad spend for a Saudi custom-furniture business
- 140+ B2B leads at EGP 40 CPL and +30% qualified inbound lead volume within one quarter
- Dr. Scent Egypt: 300% ROI, +25% website traffic and +20% conversion rate

PROFESSIONAL EXPERIENCE

Digital Marketing Lead | Kava Company

Jan 2026 - Jul 2026 | Saudi Arabia portfolio | Remote from Egypt

- Owned digital strategy and full-funnel customer acquisition across the Saudi portfolio.
- Launched a zero-to-one marketing operating system for Boutiqaat Abaya covering positioning, go to market, supply and demand funnels, content direction, CRO, marketing processes and performance reporting.
- Led marketing team execution and coordinated UX, mobile development, CRM and web partners.
- Established GTM and GA4 tracking with Meta, TikTok, Snapchat and Google Ads event measurement in Odoo.
- Built merchant-acquisition funnels, campaigns and onboarding standards for the marketplace.
- Delivered landing page and mobile UX improvements supported by marketing automation.
- Improved measurement for Arqa Sakan reporting and campaign decisions.

Digital Marketing Specialist, promoted from Media Buyer | Swarms Agency

Dec 2023 - Dec 2025 | Cairo, Egypt | Primary contract role

- Ran growth strategy and paid media across active B2C and B2B accounts.
- Generated SAR 55K in sales from SAR 7K ad spend for a Saudi custom-furniture business.
- Developed an audience-first acquisition strategy that helped a Saudi footwear brand achieve its quarterly sales target within weeks.
- Handled client meetings, reporting and budgets of up to SAR 15K.
- Optimized Meta and Google campaigns against account performance targets.
- Supported hiring, onboarding and KPI tracking for the marketing team.

Digital Marketing Specialist | Dr. Scent Egypt

Jun 2022 - Sep 2023 | Cairo, Egypt

- Delivered 300% ROI, +25% website traffic and +20% conversion rate.
- Ran full-funnel Meta and Google Ads for a premium fragrance brand.
- Executed on-page SEO, content optimization and CRO with WordPress and Elementor enhancements.

Digital Marketing Specialist | Future Academy for Training

Aug 2021 - May 2022 | Giza, Egypt

- Increased website traffic by 20% and reduced CPC by 10%.
- Improved advertising ROI by 35%.

CONCURRENT & FREELANCE

Performance Marketer | Oxygen Agency

Sep 2025 - Nov 2025 | Egypt and Jordan

- Performance marketing execution across Egyptian and Jordanian accounts.

Digital Marketing Specialist | Koma Agency

Jan 2024 - Dec 2024 | Cairo, Egypt

- Built B2B demand generation producing 140+ qualified leads at EGP 40 CPL and 10 clients closed in under 90 days.

- Set up GA4, Looker Studio and CRM dashboards with UTM governance and reporting workflows.

Social Media Specialist | Wessal

Mar 2023 - Aug 2023 | Beni Suef, Egypt

- Reduced cost per install by 65% and increased engagement by 25%.

CORE COMPETENCIES

Leadership & Strategy: growth strategy, strategic planning, go to market, client and stakeholder management, portfolio ownership, team leadership, hiring and onboarding, KPI setting.

Growth & Performance: customer acquisition, PPC/SEM, paid social, Meta Ads, Google Ads, TikTok Ads, Snapchat Ads, e-commerce growth, lead generation, budget allocation, creative testing.

Analytics & Marketing Operations: GA4, Google Tag Manager, Looker Studio, CRM dashboards, UTM governance, conversion tracking, CRM workflows, reporting workflows, marketing automation.

Conversion, CX & Digital Experience: CRO, e-commerce UX, landing page and mobile UX, checkout experience, lifecycle marketing, SEO and content optimization.

Platforms & AI Workflows: WordPress, Elementor, Odoo, ClickUp, Canva, ChatGPT and AI-assisted research, analysis and content workflows.

EDUCATION

Bachelor of Commerce in Marketing & E-commerce | Thebes Academy | 2025 | Grade Very Good | Graduation Project A+

CERTIFICATIONS

- Meta Certified Digital Marketing Associate (2023)
- Digital Marketing Strategy, Boot Camp Digital (2023)
- Marketing Diploma 3 in 1, Dr. Ehab Mesallum (2021)
- Search Engine Optimization Diploma, Udemy (2021)

PROFESSIONAL DEVELOPMENT & LANGUAGES

Full-Stack Digital Marketing Mentoring Program, Mahmoud Qolqala | Dec 2025 - Present

Arabic Native | English Working Proficiency