

# Mahmoud Mizar

Senior Marketing Executive | Performance Marketing | CRO | SEO | CRM

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## SUMMARY

Strategic and data-driven marketing executive with **13+ years of experience** leading digital transformation, performance marketing, and e-commerce initiatives. Proven ability to scale brand presence, reduce acquisition costs, and boost conversions through CRO and full-funnel optimization. Over the past two years, I've integrated AI agents and adapted a modern “vibe marketing” approach—focusing on emotional engagement, personalization, and predictive automation. Skilled in leading cross-functional teams and utilizing tools like MoEngage, CRM systems, and analytics platforms to drive sustainable business growth across the UAE and beyond.

## Areas of Expertise and Skills

- Strategic marketing leadership.
- Digital marketing expertise.
- Performance marketing proficiency.
- Cross-functional departments' team player.
- Data analysis and market insights.
- Alliances and partnerships management.
- Campaign execution and management.
- Budget management and cost monitoring.
- Stakeholder engagement and partnerships.
- Brand Management.
- Technical sales and account management.
- Public relations management.

## EXPERIENCE

### Senior Digital Marketing Executive

*Thrifty Car Rental, Dubai, UAE (December 2024 – Present)*

- Spearheaded the full digital marketing strategy for Thrifty Car Rental across all UAE regions, owning brand direction, e-commerce performance, and multi-channel lead generation.
- Orchestrated the end-to-end customer lifecycle management using MoEngage, driving engagement and retention through personalized journeys across email, push, SMS, WhatsApp, and in-app messaging.
- Directed e-commerce growth initiatives, optimizing the online booking platform UX and boosting checkout conversion rates through continuous CRO testing.
- Achieved a 45% reduction in cost per lead by refining targeting, budget allocation, and campaign structures across Meta and Google Ads.
- Improved marketing-qualified lead (MQL) quality while increasing the overall conversion rate through strategic funnel enhancements.
- Managed a cross-functional creative and digital team including videographers, graphic designers, community managers, and E-commerce BDEs to support content production and performance.
- Enhanced SEO performance through content strategies, technical site audits, and backlink acquisition—boosting organic bookings and visibility.
- Led always-on and seasonal campaigns, aligning with fleet availability and market demand using real-time performance metrics and ROAS goals.

### Marketing Department Head - Senior Marketing Executive

*Autostrad Rent A Car, Abu Dhabi, UAE (September 2022 – November 2024)*

- Improved CRM and lead scoring, achieving a 950% ROAS and reducing cost per lead from 29% to 6.5%, significantly increasing Marketing Qualified Leads (MQL).
- Increased local search visibility by improving organic/paid CTR by 78%, impressions by 35%, and organic search revenue by 65% over two quarters.
- Developed and updated social media strategies, aligning with evolving algorithms and brand positioning.
- Expanded online travel alliances booking sources across APJ and EMEA markets and developed domestic partners in hospitality industry relationships.

### **E-Merchandiser & Ecommerce Executive**

*(HP) Hewlett Packard, Dubai, UAE (February 2021 - August 2022)*

- Enhanced performance for six partners in the KSA market by applying HP's Amplify programs, addressing content gaps, and boosting sales.
- Led the Arabic translation of over 850 product pages on Amazon Saudi Arabia, resulting in a 7% performance increase and a 35% improvement in accuracy.

### **Digital Marketing Executive**

*Emirates Advertising and Art Production, Dubai, United Arab Emirates (October 2018 - January 2021)*

- Managed multiple client accounts, executing social media and lead campaigns across various platforms.
- Handled both organic and paid media, increasing visibility and engagement.
- Enhanced search engine presence through first-page keyword targeting and authority link building.

### **Social Media Marketing Executive**

*Viral Communications, Cairo, Egypt (August 2014 to September 2018)*

- Led video campaigns, achieving significant lead generation and engagement.
- Attained a YouTube Silver Play Button, growing the channel to over 800K subscribers and increasing ROI by 350%.
- Managed and optimized budgets for video marketing campaigns to maximize ROI.

### **Loyalty Program Marketing Executive**

*Anrim IT & Media Services, Cairo, Egypt - December 2012 to July 2014.*

### **Motion Graphic Artist & Video Editor**

*Rayan Promo Media, Fayoum, Egypt - December 2011 to November 2012.*

### **Graphic Designer / Motion Graphics Artist (Freelancer)**

*Power Tech For It & Design Solutions, Fayoum, Egypt - August 2008 to October 2011.*

## **EDUCATION & CERTIFICATIONS**

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- Master of Business Administration – International Business Academy of Switzerland GmbH – 2024 till date.
- Cinema and Television diploma – French University of Egypt – 2016 to 2018.
- Bachelor's degree, Poultry Science - Faculty of Agriculture - 2007 to 2011.
- Google Ads Video Certification - 2019
- Google Ads Search Professional Certification - 2019
- LinkedIn Courses like: SQL for Non-Programmers, Creativity at Work, The Data Science of Retail, Sales, and Commerce, Social Selling Foundations, Selling with Stories, Visual Communication for Business

## **Tools, Technologies and Interpersonal Skills**

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- Data Analytics.
- Coding and Scripting for Web UX /UI development assessment and analysis debug.
- Database Management for reporting.
- Web and Social Media Content Management.
- Office Productivity tools like Microsoft 360 office and SharePoint.
- Collaboration Tools like Trello and Notion.
- API Testing like Postman.
- Webmaster Tools like Bing, Google Webmaster, and Yandex.
- Social Media Management.
- SEO and SEM Tools.
- E-Commerce conversion rate optimization.
- Experienced marketing executive with strong analytical, communication, and presentation skills
- Proven leadership and problem-solving abilities
- Effective under pressure and adaptable
- Skilled in client relationship management and negotiation
- Proficient in public speaking and conducting workshops
- Excellent team collaboration and leadership • Capable of meeting deadlines and thriving in dynamic environments.

## **Languages**

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- Arabic: Native
- English: Fluent