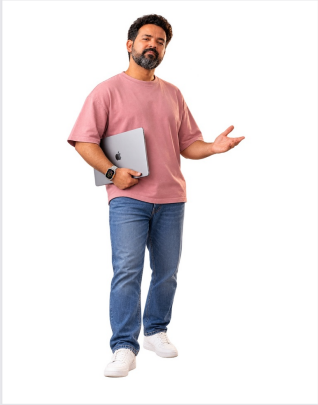


Moustafa ElSayed

Deputy Marketing Director | Digital Transformation & Technology

Marketing strategist building growth systems that scale.

Senior marketing and digital transformation leader with 16+ years across real estate growth, CRM, automation, performance operations, expos, product thinking, and AI-enabled workflows.



LOCATION Cairo, Egypt	PHONE / WHATSAPP +20 100 296 5829
EMAIL moustafaelsayed@msn.com	WEBSITE moustafaelsayed.net
LINKEDIN linkedin.com/in/moustafaelsayed	AVAILABILITY Consulting / Leadership / Partnerships

SELECTED IMPACT

16+	15+	15B+
years in marketing & digital transformation	national and Gulf real estate expos	EGP influenced sales

CURRENT ROLE

RED | Real Estate Domain

Deputy Marketing Director | Digital Transformation & Technology

Leading the intersection of growth, technology and operating design across growth planning, CRM and Meta integrations, performance visibility, websites and mobile initiatives, AI-enabled workflows, lead-generation governance, launch support, and digital transformation programs.

CORE CAPABILITIES

Growth Strategy & Commercial Planning 360° strategy, channel roles, budgets, launch planning, lead-generation governance and performance frameworks.	Digital Transformation & AI Operating-model redesign, AI-enabled workflows, websites, apps, product thinking and adoption systems.
CRM, Automation & Integrations Zoho CRM architecture, lead routing, round-robin logic, Meta integrations, WhatsApp workflows and process automation.	Analytics, Dashboards & Leadership Growth command centers, pipeline visibility, revenue logic, team cadence and cross-functional alignment.

EXPERIENCE

Leadership track

2026-PRESENT

Deputy Marketing Director | Digital Transformation & Technology

RED | Real Estate Domain

Leading growth systems, CRM and Meta integration, website/app initiatives, analytics visibility, AI adoption, launch support and digital transformation programs.

2026

Marketing Launch & Go-to-Market Leadership

Keller Williams Egypt

Supported the launch and national marketing rollout for Keller Williams Egypt, including go-to-market planning, brand rollout and operating-system alignment.

RED LEADERSHIP

Deputy Director - Marketing & Digital Media

RED | Real Estate Domain

Co-architected full-funnel marketing strategy, performance media operations, CRM-powered lead generation, major launches and national / Gulf expo programs.

EARLIER

Real Estate Marketing Leadership

Coldwell Banker Egypt + previous roles

Progressed through senior marketing and digital roles across strategy, media, operations, activations and commercial-growth execution.

PROJECTS I AM WORKING ON

Current systems & transformation initiatives

RED Growth Command Center

An executive growth operating system that connects plans, dates, budgets, platform allocation, spend pacing, qualified leads, revenue assumptions, performance warnings and AI-assisted decision support.

[Active](#) | [Planning](#) | [Pacing](#) | [Revenue logic](#) | [AI](#)

Meta x Zoho Lead Engine

Live lead-generation infrastructure connecting Meta forms with Zoho CRM, including field mapping, routing, assignment logic, round-robin controls, sync validation, token refresh and follow-up visibility.

[Live](#) | [Meta](#) | [Zoho CRM](#) | [Automation](#) | [Routing](#)

KW RED Hub

Mobile-first broker operations platform covering deal registration, reservation/contract workflows, approvals, commission visibility, finance controls, rewards and role-based access.

[MVP](#) | [Broker UX](#) | [Deal workflows](#) | [Commissions](#)

RED Expo & Launch Systems

Campaign and activation frameworks for RED Expo, destination campaigns and real-estate launches, designed to connect messaging, lead capture, media operations and measurable pipeline.

[Ongoing](#) | [Expos](#) | [Launches](#) | [Campaign architecture](#)

FOUNDATIONS & STACK

Education

Information Systems, marketing major.

Real estate depth

11+ years in real estate marketing across developers, brokerages, projects, sales teams and major activations.

Working stack

Zoho CRM, Meta Ads, WhatsApp automation, dashboards, websites, mobile apps, AI workflow design and Google ecosystem.

Advisory focus

Marketing strategy, CRM & automation, digital transformation, AI adoption, expo & activation planning, real estate growth advisory.

Let's talk: +20 100 296 5829 | moustafaelsayed@msn.com | moustafaelsayed.net | linkedin.com/in/moustafaelsayed