

# Moustafa ElSayed

Marketing Human Backed by AI-Capabilities

Deputy Marketing Director · Keller Williams Egypt & RED | Real Estate Domain · Cairo, Egypt  
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## PROFESSIONAL PROFILE

Marketing Strategist, Digital Transformation Consultant, and Real Estate Growth Leader with 16+ years of experience building campaigns, expos, CRM systems, and AI-enabled workflows across Egypt's most active real estate brands. Delivered 15+ REDEXPO editions, managed 30+ developer partnerships, and contributed to 6B+ EGP in sales volume. Available for select independent advisory engagements alongside current full-time roles.

|                         |                         |                           |                        |
|-------------------------|-------------------------|---------------------------|------------------------|
| 16+<br>Years Experience | 15+<br>REDEXPO Editions | 30+<br>Developer Partners | 6B EGP<br>Sales Volume |
|-------------------------|-------------------------|---------------------------|------------------------|

## PROFESSIONAL EXPERIENCE

### Deputy Marketing Director

Keller Williams Egypt · 2026 — Present

- Leading strategic marketing, digital transformation, and brand positioning across digital platforms, PR, events, partnerships, and CRM in support of market expansion and agent growth.
- Scope: National rollout across Egypt.

### Deputy Director, Marketing & Digital Media

RED | Real Estate Domain · 2022 — Present

- Co-built the full marketing strategy and ran the team day to day across email, social, SEO, and PPC.
- Delivered 15+ REDEXPO editions and managed 30+ developer partnerships contributing to 6B EGP in sales volume.
- Implemented Zoho CRM workflows and WhatsApp chatbot automation on high-ticket projects.

### Marketing Manager

RED | Real Estate Domain · 2021 — 2022

- Transitioned from Coldwell Banker to lead RED's marketing function, establishing channel strategy and team structure.

### Digital Media Manager → Deputy Manager → Supervisor → Executive

Coldwell Banker New Homes & Egypt · 2010 — 2021 (Nearly 11 Years)

- Spent nearly 11 years at Coldwell Banker progressing through four leadership roles across digital marketing, media management, and business growth.
- Managed website, social platforms, digital marketing budgets, and team performance across Egypt's largest residential brokerage network.
- Roles held: Digital & E-Marketing Executive (2010–2014) → Digital Media Supervisor (2014–2017) → Deputy Digital Media / Marketing Manager (2017–2019) → Digital Media Manager (2019–2021).
- Delivered significant ROI and KPI improvements year-on-year.

### Digital Marketing Instructor

M for Digital Marketing · 2019 — 2024

- Trained cohorts of marketers on digital techniques and tools alongside agency work.
- Built course material that turned theory into practical, applied skill.

**Network Administrator & Online Marketing Executive**

FAW & LIFAN Motors · 2008 — 2010

- Managed digital presence and online marketing for automotive brands in Egypt.

**ADVISORY SERVICES**

|                               |                                 |
|-------------------------------|---------------------------------|
| Marketing Strategy Consulting | CRM & Automation Build-Out      |
| Expo & Activation Planning    | Digital Transformation Audit    |
| Real Estate Growth Advisory   | AI Adoption for Marketing Teams |

**CORE CAPABILITIES**

360° Marketing Strategy · CRM & Automation (Zoho) · Real Estate Expos & Activations · High-Ticket Campaign Delivery · Brand Positioning & PR · Training & Enablement · AI-Enabled Marketing & Workflows · SEO / PPC / Social Media · WhatsApp Chatbot Automation · Digital Transformation

**EDUCATION & CERTIFICATIONS**

|                                                                                                                                                         |                                                                                                                                                                                                                                                    |
|---------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Education</b><br><br>B.Sc, Computer & Managerial Information El Gazera Academy · 2003–2007 Heliopolis Military Secondary School for Boys · 2000–2003 | <b>Certifications</b><br><br>• Turn Shoppers Into Buyers With Dynamic Ads <b>Meta</b> • Deliver Ads & Evaluate Outcomes with Facebook Pixel <b>Meta</b> • Fundamentals of Digital Marketing <b>Google</b> • Digital Content Marketing <b>IMFND</b> |
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**LANGUAGES**

Arabic — Native · English — Professional