KAREEM METWALLY

Head of Marketing | Growth, Customer Experience & Team Leadership

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PROFESSIONAL SUMMARY

Marketing and growth leader with 8+ years of UAE experience across marketing strategy, performance marketing, customer experience, and team leadership, following an earlier sales career in Cairo. Currently leads an 11-person team across customer service, marketing, telesales, and reception at Top Level Medical Center, where he built marketing, customer experience, telesales, and data-tracking processes from the ground up. Delivered 70%+ growth in qualified leads, reduced customer acquisition cost by 30%, and improved lead conversion rates by 25% while managing monthly advertising budgets exceeding AED 120,000.

CORE SKILLS

- Marketing Strategy & Growth Planning
- Performance Marketing & Paid Media (Meta, Google, TikTok, Snapchat)
- Customer Experience, Retention & Service Improvement
- Telesales & Lead Management Operations
- Team Leadership & Operations Management
- Customer Inquiry Handling & Follow-Up Workflows
- CRM & WhatsApp API Lead Workflows
- KPI Dashboards & Performance Reporting
- Budget Allocation & ROI Management
- Pricing, Offers & Service Launches
- Healthcare & Aesthetic Services Marketing

PROFESSIONAL EXPERIENCE

HEAD OF MARKETING | TOP LEVEL MEDICAL CENTER

Apr 2023 – Present | Abu Dhabi, UAE

- Lead marketing strategy, growth initiatives, and an 11-person team across customer service, marketing, telesales, and reception, aligning paid media, service quality, and commercial priorities with business objectives.
- Built core marketing, customer experience, telesales, and data-tracking processes from the ground up, establishing clear workflows, ownership, and performance visibility for the team.
- Designed full-funnel lead handling and follow-up across WhatsApp, calls, appointment confirmation, missed appointments, and inactive inquiries; improved conversion rates by 25%.
- Delivered 70%+ growth in qualified leads and reduced customer acquisition cost by 30%, based on internal performance reporting.
- Manage campaigns across Meta, Google, TikTok, and Snapchat, including planning, optimization, budget allocation, and performance monitoring; monthly budgets exceed AED 120,000.
- Developed KPI dashboards to track lead generation, conversion, customer follow-up, and return on advertising investment.
- Supported service development, pricing, promotional planning, offer design, and go-to-market activity for medical and aesthetic services.

MARKETING COORDINATOR | TOP LEVEL MEDICAL CENTER

Jan 2023 – Apr 2023 | Abu Dhabi, UAE

- Supported early-stage marketing activity, campaign coordination, digital content, promotional materials, and consistent brand communication.
- Helped establish initial marketing workflows and supported campaign execution during the center's early growth phase.

MARKETING EXECUTIVE | SGS GENERAL SERVICES LLC

Jul 2020 – Jan 2023 | Abu Dhabi, UAE

- Coordinated marketing campaigns and promotional initiatives in line with business and operational objectives.
- Contributed to performance-focused campaigns associated with 45% growth in inbound leads and a 20% improvement in conversion rates.
- Optimized multi-channel campaign activity, contributing to a 25% improvement in campaign efficiency and ROI.

MARKETING SPECIALIST | EMIRATES TRANSPORT

May 2018 – May 2020 | Abu Dhabi, UAE

- Supported marketing plans, promotional campaigns, and brand communication across multiple channels.
- Contributed to digital engagement growth of 30%+ through content optimization and audience targeting.
- Coordinated cross-department marketing deliverables, maintaining on-time project execution.

SALES SPECIALIST | POLYEEPLAST

Mar 2016 – Apr 2018 | Cairo, Egypt

- Supported sales activities and customer relationships by identifying customer needs, responding to inquiries, and following up on sales opportunities.

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

Certifications

- Google Ads Search Certification
- Google Ads Display Certification
- Google Ads Video Certification
- Google Ads Measurement Certification
- Search Ads 360 Certification Exam
- Google Analytics Certification
- Google Digital Marketing & E-commerce Certificate
- Meta Certified Digital Marketing Associate
- HubSpot Digital Marketing Certification
- HubSpot Revenue Operations Certification
- HubSpot Content Marketing Certification
- HubSpot Email Marketing Certification

Courses & professional development

- Fundamentals of Digital Marketing (Google)
- Advertising Solutions and AI
- HubSpot Inbound Marketing
- AI for Business and Marketing (Digital Marketing Institute)
- SEO Foundations: Core Practices and AI Search (Digital Marketing Institute)
- Foundations of Marketing Measurement (Lifesight)
- LinkedIn Marketing Solutions Fundamentals

EDUCATION

Bachelor's Degree | Mansoura University, Egypt

LANGUAGES

Arabic (Native) • French (Basic)
English (Full professional proficiency)

PLATFORMS & TOOLS

Meta Ads Manager • Google Ads • TikTok Ads • Snapchat Ads • Google Analytics • HubSpot CRM
Google Sheets • WhatsApp API workflows