

Khaled Shawky, MSc

Senior Marketing Executive

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PROFILE

Senior Marketing Executive with a track record of turning data-driven strategy into measurable business growth across SaaS, insurance, and consumer tech. Built strong client and partner relationships across multiple sectors, blending SEO, paid media, and CRM/marketing automation to deliver results that matter to senior decision-makers.

PROFESSIONAL EXPERIENCE

Digital Marketing Manager, *dailypoint – CRM/CDP for Hotels*

06/2025 – 10/2026 | Dubai, United Arab Emirates

- Managed and optimised paid media performance across Google Ads, Meta Ads, and LinkedIn campaigns, using targeted audience segmentation and conversion testing to drive qualified leads; grew the company LinkedIn page from 4,000 to 7,500 followers through targeted content and advertising.
- Led SEO strategy and on-page optimisation, increasing key metrics by 30%+ (SEMrush & internal data).
- Supported CRM initiatives by building and executing automated newsletter campaigns and lead-nurturing follow-up sequences, along with personalised, behaviour-triggered messaging to keep prospects engaged through the sales funnel.
- Built and managed relationships with key enterprise clients, including Rotana, Motel One, and Superbude, supporting their marketing campaigns and strengthening the company's market presence.
- Contributed to dailypoint earning a #1 industry ranking as Best CRM in its category (HotelTechAwards).

Marketing Manager, *National Claims*

02/2024 – 04/2025 | London, United Kingdom

- Executed comprehensive lead generation and nurturing strategies, collaborating with external agencies for organic (SEO) and paid (PPC) lead expansion, increasing lead volume by over 30%.
- Implemented marketing automation strategies in Pardot and Salesforce Sales Cloud, including email automation and personalised messaging.
- Managed and allocated marketing budgets effectively, optimising spend across various channels to maximise ROI.
- Created custom reports, dashboards, and visualisations in Salesforce to track performance and ROI.

Senior Content Marketing Executive, *Talabat*

08/2019 – 10/2022 | Dubai, United Arab Emirates

- Managed CRM campaign initiatives through email and in-app push notifications, developing retention-focused content and in-app campaigns to drive user engagement, retention, and growth.

- Managed content across the talabat app, including banners, promotions, and product listings, ensuring accuracy, consistency, and alignment with campaign timelines.
- Managed co-branded campaigns with major partners including KFC and McDonald's, and supported the Otlob-to-talabat rebrand by managing key content and communications across the transition.
- Developed launch content for talabat mart, supporting successful market introduction and user awareness.

EDUCATION

MSc in Computer Science, Swansea University

09/2022 – 12/2023 | Swansea, United Kingdom | First Class Honours

Bachelor of Commerce (BCom), Cairo University

09/2015 – 06/2019 | Cairo, Egypt | GPA: 3.1

CERTIFICATES

- Certified Salesforce Marketing Cloud Consultant.
- Certified Salesforce Data Cloud Consultant.

SKILLS

Marketing Automation & Analytics

- Google Analytics for user behaviour tracking, campaign optimisation, and ROI measurement; workflow automation with Zapier to streamline data integration between marketing tools.

Campaign Management

- Coordinating cross-functional teams to deliver projects on time.

Data Visualisation & Reporting

- Building interactive dashboards and custom visual reports in Salesforce and Looker.

SEO Expertise

- Developing and implementing effective SEO strategies.

PPC Campaign Management

- Creating, managing, and optimising PPC campaigns across various platforms.