

Ahmed El Sanhoury - Global Marketing Manager

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Profile

Proven marketing manager driving \$10M+ in attributable revenue through cross-functional strategy and data-powered campaign optimization. Expert in scaling global brands (Canonical, Mindvalley) with measurable outcomes: 5x MQL growth, 870% traffic surges, and 35% customer acquisition lifts. I combine analytical rigor with creative vision to deliver enterprise B2B and B2C success. I also learned to read from billboards at the age of 3.

Professional Experience

2022 – present
Tallinn, Estonia

Global Marketing and Communications Manager Canonical

- Led marketing and communication initiatives for a global software company that provides secure enterprise solutions to developers and technical customers, achieving 5x MQL growth.
- Managed 20+ launches across global markets, aligning with engineering, product, and creative teams for GTM.
- Directed social content calendar and the communication strategy driving 30% increase in developer audiences.
- Implemented a major shift to video formats, producing video content generating 20M+ views.
- Led the integration of relevant marketing stacks, including pipeline, tracking, custom lists, and media mentions.
- Led community engagement and event marketing (Ubuntu Summit).

2017 – 2020
Kuala Lumpur, Malaysia

Head of PR & Partnerships (Promoted 3x) Mindvalley

- Managed marketing initiatives for the largest digital publisher in the personal growth and wellness space.
- Revamped SEO/content frameworks, delivering 870% traffic growth in 11 months with off-page and on-page strategies.
- Directed PR, organized press junkets and secured multiple high value placements across tier 1 publications.
- Founded a social media department while scaling platforms to 5M and earning a YouTube golden button award.
- Drove over \$2.8M PR value via journalist/influencer partnerships and UGC strategies for author launch.

2021 – 2022
Kuala Lumpur, Malaysia

Head of Marketing PAYD

- Directed marketing, website frontend and brand to scale a FinTech targeting HR and Finance leaders.
- Boosted APAC customer acquisition by 35% via localized campaigns and compliance automation.
- Streamlined API integrations with CTO/partner teams, enhancing Earned Wage Access product functionality.

2015 – 2017
Kuala Lumpur, Malaysia

Digital Marketing Specialist Falcon Agency

- Managed paid ads, marketing campaigns and landing page optimization for various clients, aiding in winning a category in the 2016 A+M award.
- Achieved 22% higher ROAS for fintech clients using predictive budget modeling.
- Optimized conversion rates by 5% via advertising automation and automation-assisted creative variants.

Also Relevant ↓

2019 – 2019
Geneva, Switzerland

Marketing Director Goodwall

- Directed marketing department for a social enterprise that connects organizations, companies, and governments to Gen Z by upskilling and mobilizing youth.
- Built lead acquisition pipeline lowering monthly CAC by 18% by optimising paid spend and improving cohort performance by adjusting automations and triggers.
- Boosted MAU by 20% in 3 months with lifecycle marketing strategies and cut churn.

2020 – 2021
Kuala Lumpur, Malaysia

Head of Marketing Agiliux

- Led marketing for an insurance system targeting agents, brokers, and insurers across Asia.
- Increased pipeline by 50% using lead magnets, targeted content and landing page optimization.
- Built scalable marketing operations, hiring and training teams across web development, demand generation, and design.
- Secured multiple placements across digital and traditional media.



Core Competencies

Strategic Leadership

Cross-Functional Team Building | Global Product Launches | \$1M+ Budget Management

Technical Expertise

AI/ML Campaign Optimization | HubSpot/Salesforce Automation | SEO/SEM Mastery

Operational Excellence

Agile Execution | Martech Stack Implementation | KPI-Driven Analytics

Innovation

Predictive Modeling | Ethical Marketing | Crisis Management



Education & Credentials

- Bachelor of Law | Cairo University
- Certifications: Google Analytics | HubSpot Inbound Sales | Meta Blueprint | Sprout Social
- TEDx Speaker: *"Scaling brands through data-driven storytelling"*
- WTO Keynote speaker: *"How to grow your business with integrated marketing"*
- Foundr Author: *"How to get subscribers on YouTube"*



Languages

English Estonian Arabic French HTML Python SQL



Skills

Go-to-Market (GTM) Strategy	Product Positioning & Messaging	Demand Generation & Lead Growth	Content & Social Media Marketing
Paid Advertising & Performance Marketing	SEO & Conversion Rate Optimization (CRO)	Marketing Analytics & Data-Driven Decision Making	Campaign Management & Multi-Channel Execution
Sales Enablement & Customer Journey Mapping	Event & Partner Marketing	Google Analytics 4 (GA4)	Tableau & Data Visualization



Strengths

Marketing Strategy Brand Management Revenue Growth Content Marketing SEO Optimization Marketing Automation

Lead Generation Predictive Analytics Global Product Launches Cross-Functional Leadership Organic Traffic Webinar Management

Content Strategy Communications Calendars Enterprise B2B Marketing Sales Enablement Material Project Management



Hobbies


Photography


Public Speaking


Travel


Strategy Games


Reading


Tech Products