

# Ahmed El Sanhoury - Marketing & Growth Manager

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## Profile

**Marketing Leader delivering \$10M+ in attributable revenue through data-driven strategy, scalable content engines, and cross-functional growth campaigns.** Proven success scaling global brands (Enterprise SaaS, FinTech, Wellness) with measurable outcomes: 5x MQL growth, 870% traffic increase, and 35% customer acquisition lift. I combine analytical precision with creative leadership to drive brand visibility, lead generation, and revenue acceleration across B2B and B2C markets.



## Professional Experience

2022 – present  
Tallinn, Estonia

### Global Marketing and Communications Manager Canonical

- Spearheaded global social media, content marketing, and digital engagement for one of the world's top enterprise open-source companies.
- Built social media operations from the ground up: strategy, systems, processes, data frameworks, and scalable content production workflows.
- Delivered 1 million+ organic follower growth, expanding total reach to over 3 million globally.
- Led cross-functional campaigns generating 785+ MQLs annually via social, surpassing conversion benchmarks.
- Directed event marketing and social strategy for major global tech events, webinars, and industry launches for both enterprise products and B2C offerings.
- Managed 4,000+ content pieces over tenure, including video, thought leadership, and partner activations
- Pioneered branding, micro-content, video-first strategies, and social lead-generation playbooks, significantly elevating engagement and conversion.
- Served as public-facing host and MC for global developer and open-source summits.

2017 – 2020  
Kuala Lumpur, Malaysia

### Head of PR & Partnerships (Promoted 3x) Mindvalley

- Directed marketing initiatives for the largest digital publisher in personal growth and wellness.
- Built the first Influencer & Social Media department, scaling social to 5M+ reach and earning a YouTube Gold Award.
- Revamped SEO strategy driving 870% organic traffic growth in under a year.
- Delivered \$2.8M+ earned media value via PR, influencer partnerships, and UGC-driven campaigns.
- Launched integrated partnerships network reaching 7M+ audiences.
- Oversaw cross-platform growth (Facebook doubled to 2M, YouTube tripled, Instagram grew 5X).
- Introduced advanced social selling and engagement strategies that tied directly to lead generation and revenue growth.

2020 – 2022  
Kuala Lumpur, Malaysia

### Head of Marketing PAYD

- Built Payd's brand from the ground up, directing logo design, brand positioning, and creative strategy across social media, website, advertising, and partner channels.
- Drove a 35% APAC customer acquisition increase through localized go-to-market campaigns, SEO-driven landing pages, and product launch content.
- Led agency management, platform integrations (e.g., Twilio), and cross-functional marketing efforts to scale product adoption and accelerate growth in the earned wage access sector.

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.

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.



## 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