

# Mohamed Ali Mohsen

Performance Marketing & Creative Content Specialist

United Arab Emirates

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## PROFESSIONAL SUMMARY

Results-driven Creative & Marketing Specialist with 5+ years of experience across the UAE, KSA, Egypt, and Turkey in real estate, corporate branding, travel, and digital marketing. Expert in end-to-end visual content production — from concept and cinematography to post-production — combined with hands-on performance marketing through Meta lead generation campaigns. Proven track record managing AED 50K+ monthly ad budgets, generating high-volume qualified leads, and building brand identities that convert across digital platforms.

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## PROFESSIONAL EXPERIENCE

### Creative Content, Visual Production & Marketing Specialist

Capstone Real Estate | Vertex Holdings | Amer Al Ahababi | UAE

Nov 2024 – Present

- Lead end-to-end branded content production across 3 real estate and corporate brands — concept, scripting, filming, editing, color grading — maintaining consistent visual identity across all digital channels.
- Produce cinematic property tours, executive profiles, and event recaps that have driven measurable audience growth on Instagram and TikTok.
- Support Meta lead generation campaigns with conversion-focused creatives, contributing to a sustained pipeline of qualified real estate inquiries.
- Manage premium shoots and international trip coverage involving C-suite executives and high-profile individuals with full discretion and on-site coordination.
- Operate cinema cameras, drones (licensed), gimbals, and professional lighting across diverse environments and content formats.

### Freelance Creative Content & Visual Production Specialist

Self-Employed | UAE

Jun – Nov 2024

- Delivered full-cycle freelance production — videography, photography, cinematic editing, and graphic design — for clients in real estate, lifestyle, corporate, and events sectors.
- Built a client roster from scratch, managing creative briefs, production schedules, and final delivery independently.
- Produced branded reels, event recaps, and travel content optimised for Instagram and TikTok performance.

### Marketing Executive & Media Buyer

True Dream Travel | KSA

Jan 2023 – Jun 2024

- Managed Meta lead generation campaigns end-to-end — audience targeting, budget optimisation, and A/B creative testing — delivering a consistent 30%+ month-on-month improvement in lead quality.
- Oversaw AED 30K–50K monthly ad spend across Facebook and Instagram, tracking CTR, CPC, CPM, and CPL to drive performance gains.
- Developed ad creatives and promotional content that directly supported sales team conversion, contributing to significant revenue growth on key travel packages.

### Marketing Executive & Media Buyer

Travel Bank | Egypt

Oct 2020 – Jan 2023

- Executed Meta campaigns for travel promotions, scaling lead volume by building sharper audience segments and higher-converting creative formats.

- Produced ad creatives and written copy that improved inquiry-to-booking conversion and strengthened offer communication.
- Helped establish a performance marketing framework that became standard practice for future campaign rollouts.

### **Creative Content Creator & Visual Communication Specialist**

**Hey Turkey** | Turkey

*Sep 2019 – Oct 2020*

- Created branded social media content and promotional visuals for travel campaigns, growing the brand's digital presence and audience engagement.
- Combined design, videography, and promotional copywriting to produce cohesive campaign communication across digital platforms.

## **TECHNICAL SKILLS**

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<b>Production</b>	Adobe Premiere Pro, After Effects, DaVinci Resolve, CapCut, Lightroom, Blender
<b>Design</b>	Adobe Photoshop, Adobe Illustrator, Canva
<b>Camera &amp; Field</b>	Cinematography, Videography, Photography, Drone Operation, Gimbal Operation, Lighting Setup
<b>Marketing</b>	Meta Ads Manager, Facebook & Instagram Ads, Lead Generation, Campaign Optimisation, Performance Analysis, Social Media Content Strategy
<b>General</b>	Microsoft Office Suite

## **EDUCATION**

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### **Bachelor of Civil Engineering**

Alexandria University — Faculty of Engineering

*2017 – 2022*

## **LANGUAGES**

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**Arabic** — Native | **English** — Professional Working Proficiency