

MOHAMED ALI MOHAMED

Marketing Director | AI Product Builder | EMEA Growth, Performance & GEO
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PROFESSIONAL PROFILE

Senior marketing leader and self-taught AI product builder with 13+ years across enterprise B2C, B2B performance marketing, and consumer growth in EMEA. Currently leads a 40-person team at WPP Media across Deutsche Bank, Nestlé, Allianz, IKEA, Continental and Sky — running brand and performance marketing in parallel with seven-figure account budgets and direct P&L accountability.

In the last 18 months, independently designed, coded and shipped 4 internal AI marketing products — one of which, AI Visibility Audit, won the 2025 Nexus Innovation Award, is live across 7 enterprise clients with 20+ in pipeline, and is shortlisted for the 2026 DPOK Awards. Writes production code daily (Next.js, TypeScript, Supabase, LLM APIs).

Full-stack track record: built B2B performance marketing from scratch at JustEat Takeaway (15x ROAS Year 1 across NL/ES/IT, each market profitable in Q1) and 8-figure paid social and programmatic at Foot Locker across 15+ EMEA markets from zero. Regulated-category experience at Nestlé (EU 2016/127), Allianz (IDD/GDPR Art. 26) and Deutsche Bank (BaFin/MiFID II).

KEY ACHIEVEMENTS

- 4 AI marketing products designed, coded and shipped end-to-end in 18 months (Next.js, Supabase, LLM APIs).
- 2025 Nexus Innovation Award (national category) for AI Visibility Audit; shortlisted for 2026 DPOK Awards.
- 40+ professionals led across Search, Social and Programmatic at WPP Media.
- 15+ enterprise accounts including Deutsche Bank, Nestlé, Allianz, IKEA, Continental, Sky and Harley-Davidson.
- 8-figure revenue growth at Foot Locker Year 1 (10x ROAS) across 15+ EMEA markets.
- 15x ROAS Year 1 at JustEat Takeaway across NL/ES/IT, with €1M+ incremental revenue in the first 8 months.
- +259% ROI for a luxury client at WPP — Germany became their strongest revenue market globally.
- 200K+ subscriptions in 8 months for a new-brand go-to-market launch during EssenceMediacom tenure.

PROFESSIONAL EXPERIENCE

Director, Search Marketing (Multi-Brand Portfolio, EMEA)

Apr 2024 – Present

WPP Media (formerly GroupM) | Düsseldorf, Germany | 40+ professionals

- Designed, coded and shipped 4 AI marketing products from scratch (Next.js, Supabase, Vercel, LLM APIs) — generating new agency revenue and demonstrating full product lifecycle ownership inside an organisation not built for product development.
- Built and productised AI Visibility Audit, tracking brand presence across ChatGPT, Gemini, Perplexity and Claude — sold to 7 enterprise clients with 20+ in pipeline. Won the 2025 Nexus Innovation Award; shortlisted for 2026 DPOK.
- Shipped Share of Search platform (Les Binet methodology + AI category detection) — adopted agency-wide by SEO and SEA teams as a standard category-measurement framework.
- Built AI Performance Solution (behavioural science + generative AI) — reduced CPA across Deutsche Bank, Sky, Nestlé and Meliá.
- Drove +259% ROI for a luxury client in Year 1 — Germany became their strongest revenue market globally.

- Lead cross-functional activation across Paid Search, Social (TikTok, Pinterest) and Commerce (Amazon) for 15+ enterprise accounts with seven-figure budgets, via a Total Search approach extending visibility beyond Google.

Director, Media Activation (Multi-Brand Portfolio)

May 2022 – Apr 2024

EssenceMediacom (GroupM) | Düsseldorf, Germany | 12 direct reports

- Led a new-brand Germany go-to-market launch — 200K+ subscriptions in 8 months via an optimised multichannel strategy.
- Built and developed a 12-person team across Social, Search and Programmatic — defined the operating model, capability framework and career architecture; improved delivery velocity using Kanban.
- Managed six-figure budgets for Deutsche Bank under BaFin/MiFID II compliance — exceeded performance targets quarter over quarter.
- Built the first internal LLM-based competitive-intelligence tool for the team — the prototype that became AI Visibility Audit and Share of Search.

Senior Professional Performance Marketing (B2B)

Sep 2020 – May 2022

JustEat Takeaway | Enschede, Netherlands | 4 reports via DEPT

- Built B2B performance marketing infrastructure from scratch (SEO, SEA, Paid Social) across Netherlands, Spain and Italy — three markets simultaneously, no playbook to copy.
- Created the first CRM-to-DSP pipeline at JustEat — shifted measurement from engagement to partner acquisition and revenue; became the standard for B2B activation company-wide.
- Achieved 15x+ ROAS with €1M+ incremental revenue in the first 8 months — each market profitable within Q1.
- Pivoted the Italy launch in week six after the NL playbook underperformed by 60% — moved to a partnership-led model, hit positive ROI by end of Q1.

Performance Marketing Specialist (Paid Search, Social & Programmatic)

Mar 2019 – Aug 2020

Foot Locker | Recklinghausen, Germany | EMEA cross-functional team

- Drove 8-figure revenue growth Year 1 via paid social (10x ROAS) — first-ever Paid Social and Programmatic deployment across all EMEA markets.
- Opened Eastern European markets with zero prior paid media investment — built from a blank page.
- Scaled Shopping campaigns across 15+ market-language combinations (Channable, Google Ads scripts).

Performance Marketing Manager

Jan 2013 – Mar 2019

Biodiet Bcn | Barcelona, Spain | Full-stack digital marketing & business growth

- 150% revenue increase through full digitalisation of an offline business (web, measurement plan, paid campaigns). Scaled from 1 to 4 retail locations.

AI & MARTECH PRODUCTS BUILT

Full product lifecycle: concept → build → ship → commercialise. Code: github.com/mohamedali170683-dotcom

- **AI Visibility Audit** — Tracks brand presence in ChatGPT, Gemini, Perplexity and Claude. Weekly share-of-voice scoring. 7 enterprise clients, 20+ in pipeline. Nexus Award 2025; DPOK 2026 shortlist. Stack: Next.js, Supabase, LLM APIs, Vercel.
- **Share of Search** — Les Binet methodology with AI category detection; search share as market-share proxy. Adopted agency-wide by WPP SEO and SEA teams.
- **Total Search** — Cross-platform search-volume measurement: Google, YouTube, Amazon, TikTok, Instagram, Pinterest. In production at WPP.
- **Ancora** — Behavioural-science scoring for Google Ads copy across 38 cognitive principles.

CORE SKILLS

Performance Marketing · Paid Search (SEA) · SEO · Generative Engine Optimization (GEO) · Google Ads · SA360 · DV360 · Paid Social (Meta, TikTok, Pinterest, LinkedIn) · Programmatic · Amazon Ads / Retail Media ·

Marketing Analytics · GA4 · Marketing Strategy & P&L · Team Leadership (40+) · Go-to-Market Strategy (B2B & B2C) · Brand Strategy & Category Creation · AI/ML Product Development & Commercialisation · Behavioural Science · Stakeholder & C-Suite Communication · New Market Expansion (EMEA, DACH) · Regulated Industries (Healthcare, Financial Services, Insurance)

TECHNOLOGY

Languages: TypeScript, Python, JavaScript, SQL

Frameworks: Next.js, React, FastAPI, Node.js

AI: OpenAI GPT-4o, Anthropic Claude, Google Gemini, Perplexity, LLM APIs

Marketing Platforms: Google Ads, Meta Ads, LinkedIn Ads, TikTok Ads, SA360, DV360, GA4

Infrastructure: Vercel, PostgreSQL, Prisma, Supabase, DataForSEO, Git

EDUCATION

Executive MBA — UNIR, Universidad Internacional de La Rioja · 2025–2026

MSc Project Management — Universidad Isabel I (Grade 90/100)

BA Business Administration — Universidad de Barcelona

BA International Relations — Universitat Oberta de Catalunya

CERTIFICATIONS, AWARDS & LANGUAGES

- 2025 Nexus Innovation Award (national category) · 2026 DPOK Awards shortlist
- SQL & Data Reporting and Analysis · GRI (Generalitat de Catalunya) ICT Competences accreditation
- Languages: Spanish & Catalan (native) · English (full professional) · Italian (conversational) · German (basic)