

# USAMA AHMED HAMED ELERAKY



## DIGITAL MARKETING & GROWTH SPECIALIST

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## PROFESSIONAL SUMMARY

- Digital Marketing & Growth Specialist with 15+ years of experience in building and scaling digital platforms, managing performance campaigns, and driving audience growth across multiple channels.
- Founder of a digital marketing company and creator of integrated solutions including WhatsApp automation systems, content distribution platforms, and podcast media production.
- Focused on execution, automation, and measurable results across social media, paid advertising, and content ecosystems.
- Proven ability to build and scale digital content platforms with measurable audience growth and engagement.

## EDUCATION

### Master of Business Administration

International Business Management Institute,  
Germany | 2020 – 2021

### Social Media Marketing Specialization

Northwestern University, USA | 2016 – 2017

### Bachelor of Computer Science

Suez Canal University, Egypt | 1997 – 2001

## SKILLS

- Growth Marketing
- Social Media Strategy
- Performance Advertising (Meta Ads, Google Ads)
- Marketing Automation
- WhatsApp Business API
- Content Systems & Distribution
- Podcast Production
- SEO & Analytics
- Lead Generation
- Brand Development
- AI Content Tools
- Graphic Design & Video Editing

## WORK EXPERIENCE

### Founder & Growth Marketing Specialist

#### SOCIALGY PRO LTD (United Kingdom)

2020 – Present

- Built and operate a digital marketing ecosystem including messaging platforms, content systems, and marketing services.
- Developed SP WAB platform for WhatsApp-based marketing automation and client communication.
- Designed and executed digital campaigns targeting GCC and MENA markets.
- Acquired and managed multiple clients across digital marketing services.
- Built SP LINK platform as a smart digital identity and link management solution.
- Created scalable content strategies focused on engagement and audience growth.
- Implemented automation workflows to optimize communication and campaign performance.
- Produced multimedia marketing content across social platforms.

### Podcast Creator & Content Platform Operator

#### SP CAST (Socialgy Podcast)

2025 – Present

- Built and scaled a digital podcast platform with 88+ episodes.
- Achieved 500,000+ total views/listens across platforms.
- Maintained a consistent publishing rate of 1–2 episodes per week.
- Designed evergreen content strategies for long-term discoverability.
- Managed full production workflow including scripting, AI voice generation, editing, and publishing.
- Distributed content across YouTube and major podcast platforms.

### Vice Head of Website Department

#### Alanba Newspaper (Kuwait)

2006 – 2019

- Managed digital publishing operations for a major online news platform.
- Led content workflows and improved audience engagement processes.
- Coordinated between editorial and technical teams to ensure smooth operations.

## CERTIFICATIONS

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- Digital Marketing Certification – University of British Columbia (Canada).
- Social Media Certification – University of Southampton (UK).
- SEO Certification – University of California, Davis (USA).
- Website Design Certification – University of Michigan (USA).
- Google Certifications (Ads, Analytics).
- Meta Certifications.

Additional certifications available upon request.

## LANGUAGES

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- Arabic: Native
- English: Professional