

NAEL ALQATATI

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PROFESSIONAL PROFILE

A commercially focused **Senior Marketing Manager**, fluent in English and Arabic, with extensive experience in eCommerce performance and optimisation across EMEA. I specialise in **data-driven strategies**, leveraging a unique **Machine Learning/AI background** for highly analytical decision-making. Proven ability in team leadership, cross-functional stakeholder management, and executing full-funnel strategies (PPC, SEO, etc.) to drive key commercial KPIs.

KEY ACHIEVEMENTS

- All-Time High Acquisition & Retention (Nana.sa):** Led digital media efforts, achieving an all-time company high of 2M installs and 260K new customers in 2025 (vs. 819K installs and 150K new customers in 2024), and successfully improved the six-week retention rate from 6.5% to 11%.
- B2C Revenue Generation (Raseed):** Directed product growth strategy for B2C branded gift card sales, achieving a 55% increase and generating over \$10M in revenue (Oct. 2020-Dec. 2021).
- Startup Growth & Funding (Haseelapp.com):** Spearheaded the growth marketing strategy for the B2C e-commerce platform Haseelapp.com, which successfully secured the company's first investment round of \$1M+ in 2019.
- User Engagement & Performance (Raseed):** Drove acquisition programs that grew overall B2C user engagement by 30% and oversaw the team that increased B2B leads by 40%.
- Data Science & Analytical Impact (HealthLumen):** Developed a machine learning model that reduced complex health simulation time from 2 hours to 7 minutes, demonstrating advanced analytical ability directly applicable to data-driven marketing.

DIGITAL MARKETING EXPERTISE

- AI/ML/LLM:** Generative AI Agent Management (Cursor, Antigravity), Advanced Prompt Engineering, Predictive Forecasting Models, Data Analytics & Visualisation (Python, R, SQL, Tableau).
- Performance Marketing:** PPC, CPA, CPI Campaigns, Digital Marketing Strategy, Campaign Optimisation, Full-Funnel Strategy, Martech (Adjust, Kochava, Segment).
- eCommerce & Growth:** Product Growth Strategies, E-Commerce, Customer Engagement (Braze, Clevertap), Lifecycle Marketing, Cross-Selling/Up-Selling, Market Research & Consumer Behaviour.
- SEO & Content:** Content Marketing & SEO (MOZ, SEMrush), Advertising & PPC (Google Ads, Meta, TikTok, Snapchat).
- Platforms:** Google Analytics, Firebase, Adobe Creative Suite, Advanced Excel.

CAREER HISTORY

Senior Marketing Manager: Digital Media & Performance, Nana, Remote

Dec. 2024- Feb. 2026

- Led digital media strategy and performance marketing efforts across Google, Meta, TikTok, Affiliates, Programmatic, Amazon, Pinterest and Snapchat to drive customer acquisition and growth.
- Achieved an all-time company high in customer acquisition and installs for 2025 (260K new customers, 2M installs), significantly surpassing 2024 performance (150K new customers, 819K installs).
- Optimised paid media strategy and utilised data-driven insights to enhance ROI and engagement.
- Collaborated cross-functionally as well as with external vendors to scale impact and successfully managed marketing automation and attribution modelling.

Senior Marketing Manager, Raseed, Saudi Arabia

Jan. 2022- Nov. 2024

- Managed a team of 10, driving **growth strategies** and acquisition programs that increased **B2B leads** by 40%.
- Oversaw organic and paid traffic on web and mobile platforms, growing **user engagement** by 30%.
- Launched new features and optimized **lifecycle marketing**, improving user retention by 10%.
- Developed and executed **data-driven paid media strategies**, increasing campaign **profitability** by 17%.

- Collaborated with cross-functional teams to enhance customer experience, contributing to a 12% increase in average **basket size** through **cross-selling** and **up-selling** initiatives.

Growth Marketing Manager (Remotely), Rasseed, Saudi Arabia **Oct. 2020- Dec. 2021**

- Led product growth strategy, increasing **B2C branded gift card sales** by 55%, generating over \$10M in revenue.
- Managed a team of 7 across analytics, media development, and media buying, driving a 50% increase in customer base.
- Directed a major **rebranding campaign** to enhance brand positioning and expand into new markets and categories.

Customer Engagement Consultant, (shighel.com, istoria.app, famcare.app, basket.jo) **Feb. 2021- Dec. 2021**

- Provided growth consultations to clients, improving customer engagement by 22% through **Braze** integrations.
- Advised stakeholders on marketing OKRs and **performance metrics**, optimizing campaigns to reduce **CAC** by 13%.

Data Science Intern, HealthLumen, London, UK **March 2020- October 2020**

- **HealthLumen's** mission is to improve global health by using a sophisticated modeling platform to forecast trends in risk factors and chronic diseases, and simulating their impact on population health and the economy.
- Developed a machine learning model that reduced simulation time from 2 hours to 7 minutes, contributing to **chronic kidney disease** research.
- Provided actionable insights to support business development through AI-powered **forecasting models**.

Marketing Manager (Remotely), Haseelapp.com, Saudi Arabia **Dec 2018- Feb 2021**

- Spearheaded growth marketing strategy, securing the first investment round of \$1M+ in 2019.
- Increased customer acquisition by 35% through innovative marketing automation and customer engagement initiatives.

Social Media Marketing Coach/Project Manager, Mercy Corps, Palestine **Jan 2018- Sep 2018**

- Project 1: Worked as a social media marketing coach to build the capacity of three local Mercy Corps' healthcare partners in Palestine in using social media for health promotion.
- Project 2: Worked as a social media marketing project manager for Gaza 2020 program.
- Project 3: Worked as a digital marketing consultant to provide advice and build strategies for using social media for public audience health awareness.

Digital Marketing Mentor, Gaza Sky Geeks, Palestine **Jul 2017- Sep 2018**

- Trained and mentored 200 fresh graduates to build their capacities in digital marketing and social media. Most of the trainees are digital marketing professionals now.
- Conducted many training courses on marketing research, advertising and social media marketing in a group of 4 cohorts.

Digital Marketing Manager, Nejree.com, Saudi Arabia **Dec 2017- Apr 2018**

- Creatively built a go-to market strategy that generated \$600K+ of sales in the first three months. Also, enhanced social media content over a range of platforms to create more interest in the brand. Improved the user experience in many sections in the website to cater for a broader range of purposes.
- Developed and managed much digital advertising, influencers and celebrities' campaigns that raised the brand awareness and generated sales through endorsements.

Inbound Marketing Manager, Niceonesa.com, Saudi Arabia **Dec 2017- Mar 2018**

- Key involvement in the establishment and implementation of the inbound marketing plan, leading it to be the primary customer acquisition strategy of the company as a strategic way to decrease customer acquisition cost. Many markets and consumer studies were conducted over the period to track the changes in consumer behavior.

Digital Marketing Specialist, Nana.sa, Saudi Arabia **Dec 2016- Nov 2017**

- Led digital marketing efforts, doubling the customer base within 3 months and improved the six weeks retention rate from 6.5% to 11%.
- Developed successful **PPC** and social media campaigns that generated over **\$600K** in sales in the first quarter.
- Built and developed a competent team of multidisciplinary professionals and spearheaded the Nana marketing team

who worked on many projects in the company as Nana Direct, Nana Shopper and Nana Stores.

- Coordinating and managing more than 14 different programmes in a single season.
- Utilized creative skills and strategic mindset to conduct market research using semantic analysis techniques on social media comments, taking into account highlighting consumer trends and potential future development.

Leads Generation Specialist, Eyescare.net, Egypt

May 2016- Nov 2017

Exercised exceptional semantic keywords research skills to attract potential prospects whilst simultaneously deliver engaging leads experience:

- Managed to track specific hashtags and keywords on Twitter where possible leads engaged in conversations and promoting the content of the platform to convert prospects to leads.
- Created engaging content to attract potential leads interested in doing a refractive surgery.

EDUCATION

PhD in Machine Learning, Newcastle University

Mar 2025 - Present

- Research Focus: Advanced machine learning and deep learning models applied within a UK research framework. Current work involves predictive modelling for clinical outcomes (limbal stem cell deficiency), requiring rigorous data governance, cross-functional collaboration with clinical, and demonstration of highly transferable skills in complex data analysis, predictive forecasting, and analytical rigour directly applicable to digital marketing strategy and optimisation.

MSc in Data Analytics and Machine Learning, Imperial College London

Sep 2019- Sep 2020

- Grade: Merit
- Relevant Modules: Machine learning, computational epidemiology, statistics, translational data science and clinical data management.

MSc in Digital Marketing, Loughborough University London

Sep 2018- Sep 2019

- Grade: Distinction
- Relevant Modules: Advanced Big Data Analytics, Digital Technologies for Market Analysis, and Digital Practices for Customer Engagement.

QUALIFICATIONS

Trainings, Awards & Achievements:

- Dean's Award for Enterprise Scholarship (2019- 2020), Loughborough University London, UK
- Chevening Scholarship (2019-2020), Foreign and Commonwealth Office, UK
- Imperial-Bseisu Scholarship (2019-2020), Imperial College London, UK
- Certified Digital Strategist from Braze, credentials [here](#).
- Certified in app marketing proficiency with Apple Search Ads.
- Trained in Mercy Corps, Gaza Sky Geeks, UCAS Technology Incubator, Business & Technology Incubator – IUG
- Certified in (Inbound Marketing, Contextual Marketing, Email Marketing, Content Marketing, and Hubspot Marketing Software) by Hubspot Academy
- Certified in (Google Ads and Google Analytics) by Google
- Certified in (Twitter Flight School) by Twitter
- Certified in (Communication and Rhetorical Techniques, Team Building for Team leaders) by DAAD Cairo
- Languages: Arabic (Native), English (Fluent)

PUBLICATIONS

- Alqtati, N., Wilson, J.A.J. and De Silva, V. (2021), "Mining Arabic Twitter conversations on health care: a new approach to analysing Arabic language on social media", Journal of Islamic Marketing, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/JIMA-12-2020-0355>