

MUSTAPHA SULIMAN

COMMERCIAL & MARKETING LEADER

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PROFESSIONAL SUMMARY

Commercial & Marketing Leader with 12+ years built from the sales floor upward: distribution, trade marketing, brand marketing, then digital and e-commerce, across Egypt and Saudi Arabia's retail, FMCG, home appliances and beauty sectors. Currently leads marketing, digital marketing, e-commerce, retail branch oversight and customer service for The Body Shop Saudi Arabia, reporting to local senior management and the UK head office. Track record includes 500% of the annual sales target within 11 months at JAC, plus 13.7M+ Facebook and Instagram views and a 267% increase in Instagram reach in 2025, the first year in the role. Treats marketing as a commercial function: reads sales, stock, customer and competitor data together to decide what to promote.

PROFESSIONAL EXPERIENCE

Marketing Manager (Digital, E-commerce & Retail) — The Body Shop Saudi Arabia

Riyadh, Saudi Arabia | 2024 – Present

Led social media, media buying and digital marketing from December 2024; responsible for marketing as a whole since June 2025, alongside e-commerce, retail branch operations and customer service. Leads a direct team of 4–8 and provides marketing direction across the wider retail network.

- 2025, first year in the role: 13.7M+ views and 58K+ link clicks across Facebook and Instagram; Instagram reach grew 267% to 1.1M+ accounts; 8.5M+ TikTok ad impressions (Jan–Nov).
- Led the Saudi activation of the global “Spa of the World” relaunch: local creative strategy, paid media, social content and end-to-end video production, including an on-location hotel spa shoot.
- Delivered +2.33% e-commerce sales growth in the first two months after taking ownership of the Magento 2 online store.
- Expanded online distribution onto the Trendyol and Hungerstation marketplaces.
- Built and ran the Ramadan partnership with ZAHRA Association (“Walak Ma Sa'ait”) end to end: partnership agreement, campaign design and video production. 2% of sales from eligible Ramadan gift products went to the association; the campaign ran under the patronage of HRH Princess Haifa Al Faisal.
- Manages performance media (Meta, Google, TikTok and Snapchat Ads), CRM, customer service, and partnerships with charities, universities, government entities and clubs.
- Produces campaign creative in-house, from concept and script to direction, filming, AI image and video generation and editing, for campaigns including Founding Day, National Day, Mother's Day, the Dewberry relaunch and the Christmas collection.

Sales & Marketing Manager — JAC Home Appliances (Nafea Group)

Alexandria, North Delta & Matrouh, Egypt | 2023 – 2024

Took over a territory largely dormant for 3+ years, relying on one customer and 4 active dealers because of unresolved after-sales service, pricing and consistency issues.

- Achieved 500% of the annual sales target within 11 months: sales reached five times the target.
- Grew the active dealer network from 4 to 18.
- Established after-sales service centers to resolve the maintenance issues behind dealer and customer churn.
- Rebuilt dealer confidence through product-quality demonstrations, standardized pricing across the territory and continuous field prospecting.

Marketing Specialist (Outsourced Project) — ELARABY Group

Egypt | 2022 – 2023

Handled SAP-based inventory audits and brand-shop inspections across the region on an outsourced contract.

- Delivered what management recognized as the best audit report company-wide, with full photo and data documentation, and held that standard across audit cycles.

- Offered renewal or a part-time role after the project; declined to join The Body Shop as a direct employee.

Marketing Specialist / B2B Account Manager — Unionaire

Alexandria & Beheira, Egypt | 2021 – 2022

- Managed B2B accounts in a territory taken over without a handed-over client base or territory data.
- Built the digital marketing and performance-media foundation that shaped the move into e-commerce.

Marketing Coordinator to Marketing Specialist — Universal Home Appliances

Egypt | 2019 – 2021

Managed trade marketing, dealer relationships and product launches, supervising 3–4 promoters.

- Ran 5+ large dealer and customer events with celebrity chefs, each with 500+ attendees; participating customers recorded 100–400% sales uplifts at those events.
- Built a summer water-heater campaign whose sales reached about 45% of the product's typical winter-season volume, moving stock outside its natural season.

Retail Sales Representative — Atyab Meat Manufacturing

Egypt | 2018 – 2019

- Field sales to hotels, restaurants and wholesale meat buyers; achieved 100–110% of the monthly target consistently, including 110%+ for the final three consecutive months.
- Grew the new-client base by about 10% in the first three months.
- Raised slow-moving products from about 3% to about 7% of monthly sales.

Customer Accounts & Distribution Coordinator — Egyptian Company for Food Products Trading & Distribution

Egypt | 2014 – 2017

Right hand to the owner, managing supplier, distributor and sales-rep accounts.

- Grew purchasing with a key frozen-vegetables supplier to become its largest distributor, and negotiated an improved purchasing discount tier.
- Recovered high-risk overdue receivables from two clients in under two months, ahead of their subsequent default.

EDUCATION & TRAINING

- Bachelor's Degree, Quality Assurance & Control — The Workers' University, Egypt (2012 – 2016)
- Google Digital Marketing & E-commerce Professional Certificate
- Digital marketing and performance-media training — Shahin Academy
- Commercial and trade training — UGT Group

SPORTS JOURNALISM

- Exclusive interview with Al Ahly handball captain Karim El-Saeed on his retirement — Mondial Magazine, Issue 3, 20 July 2017 (cover feature, pp. 20–21).

TOOLS, PLATFORMS & LANGUAGES

Magento 2 · Meta Ads · Google Ads · TikTok Ads · Snapchat Ads · Google Business · SAP · ERP · RMS · Tableau · CRM · Excel · PowerPoint · AI video and design generation tools
Arabic (native) · English (professional)