

Eid Mohamed is a strategic digital marketer, educator

And technology enthusiast whose career blends deep academic knowledge,



al-Fujayrah, United Arab Emirates Nov 2, 2025 ([Issuewire.com](https://www.issuewire.com)) - Eid Mohamed is a strategic digital marketer, educator, and technology enthusiast whose career blends deep academic knowledge, hands-on campaign mastery, and a restless curiosity about how AI and data reshape communication. Born in Minia, Egypt, in October 1980, Eid's professional path has carried him from classroom studies in Arabic and Islamic sciences to leading digital transformation in higher education across the UAE. He brings more than 15 years of experience building teams, designing full-funnel campaigns, and

translating complex analytics into practical growth strategies for institutions and brands.

Eid's profile is defined by two complementary threads: first, a grounded foundation in communication and cultural literacy; second, a relentless embrace of technology and measurement. He began his formal studies at Minia University, where he completed a bachelor's in Arabic language, literature, and Islamic sciences—training that sharpened his storytelling instincts, editorial rigor, and appreciation for nuance. Over time, he added intensive technology and marketing specializations through internationally recognized programs, including IBM and Google certifications as well as data science and information systems specializations—credentials that underpin his technical fluency in analytics, automation, and full-stack digital tools.

Today Eid leads the Digital Marketing Department at Fujairah University as Digital Marketing Manager, a role in which he has architected data-driven recruitment funnels, integrated AI into creative workflows, and introduced predictive analytics and conversational experiences that improved efficiency and campaign performance. His approach treats marketing as a systems problem—one that requires both creative narrative and engineering discipline. Under his leadership, teams deploy targeted paid-media strategies on Meta and Google, optimize SEO/SEM and CRM automation, and build lead pipelines tailored to regional audiences across the UAE, GCC, and MENA.

Before his current appointment, he served as Head of Marketing at the University of Science and Technology of Fujairah (2019–2025), where he balanced brand building with enrollment objectives, led cross-functional collaborations with academic departments, and shaped content strategies that made institutional messages more accessible to students and stakeholders. He has also worn multiple hats across the private and consultancy sectors—roles at Ajman University, Gloria Administrative & Marketing Consultancy, and Al Khaleej for Gifts & Jewelry Boxes provided him with broad exposure to e-commerce operations, campaign delivery, and the practicalities of aligning marketing with commercial KPIs. These cumulative experiences taught him how to scale processes while preserving creative quality.

What distinguishes Eid is not only the titles he has held but also the tangible systems and habits he has introduced: documented workflows, staff training programs, and measurement frameworks that convert effort into evidence. He's built content calendars, optimized landing pages for recruitment events, instituted CRM nurture sequences, and created dashboards that translate campaign KPIs into board-level narratives. In short: he thinks like a strategist, writes like a storyteller, and measures like an analyst.

Eid's technical toolkit reads like a modern digital marketer's playbook—Meta Ads, Google Ads, SEO/SEM, CRM automation, analytics platforms—augmented by full-stack and data analytics training that allow him to collaborate closely with developers and data teams. He was an early adopter of AI-assisted content workflows (leveraging AI for ideation, drafting, and personalized messaging), and he remains focused on the ethical, human-centered application of these tools. This blend of creativity and engineering has been especially useful in higher education, where campaigns must balance persuasive storytelling with regulatory and reputational sensitivities.

Beyond campaign mechanics, Eid cares deeply about human stories—how marketing can lift an institution's voice and help prospective students picture themselves within a program. He often says that the best digital experiences are the ones where the data confirms what people already felt: the clarity of a message, the empathy in a story, or the relief of a simple user journey. That human element is present in his approach to leadership too: mentoring juniors, building multidisciplinary teams, and creating feedback loops that make work measurable and meaningful.

Eid's learning credentials are expansive and deliberately diverse. After his undergraduate studies, he pursued multiple professional specializations through Coursera and similar platforms—programs in full stack development, data analysis, Google Project Management, Google Digital Marketing & E-commerce, Johns Hopkins' Data Science specialization, and the University of Minnesota's Information Systems specialization, among others. These programs reflect his conviction that modern marketers must be bilingual—fluent in both creative narrative and code—so they can design, test, and iterate fast in an increasingly automated world.

Volunteering and civic engagement also figure in Eid's professional identity. Since 2015 he has been a member of the Board of Trustees for the Raiydat Business Entrepreneurs Charity Association in Egypt—a role that connects his entrepreneurial interests with mentorship and community development. He brings the same orientation to capacity building in his workplaces: training sessions, knowledge transfers, and the development of junior talent pipelines are as important to him as campaign results.

Language and cross-cultural fluency are practical strengths for someone operating in the Gulf and MENA markets. Eid's mother tongue is Arabic, and his English proficiency is advanced—enabling him to lead bilingual campaigns, negotiate with international vendors, and present strategic plans to diverse stakeholders. This is especially valuable in university marketing, where messaging must resonate with local families, expatriate communities, and international partners.

If you read Eid's work or attend one of his seminars, you'll notice a few recurring themes: (1) a focus on measurable impact—not vanity metrics; (2) an emphasis on narrative that centers people rather than processes; and (3) a commitment to continuous learning—both in technical skills and ethical practice. He writes and speaks about the intersection of marketing, AI, and education—how institutions can leverage automation to personalize outreach without losing the human touch. In practical terms, that has looked like A/B tests that save marketing budget and personalization engines that increase application completion rates.

Outside work, Eid is the kind of professional who remains curiously hands-on: he experiments with short-form video formats, coaches entry-level marketers, and keeps a close eye on UX trends. He enjoys mentoring students who want to translate academic credentials into marketable skills; he also attends industry conferences to both learn and share evidence-based practices. For Eid, the work is never just about impressions or enrollments—it's about building relationships and opening opportunities for people to shape their futures.

This personal page is intended as a gateway to those ideas: expect to find case studies, practical how-tos, and reflections on the ethical use of AI in marketing. Eid often encourages readers to approach his pieces as conversations—moments where data meets lived experience and strategy meets storytelling.

For professional connections, Eid maintains public profiles on LinkedIn, X (Twitter), and Instagram; these platforms are the best way to follow his latest work and to reach out for speaking or consultancy inquiries.



Media Contact

Gloria Technology and Technical Solutions

*****@gmail.com

0503445135

Fujairah

Source : Gloria Technology Solutions

[See on IssueWire](#)