Mohamed Abdelghani BENZAOUI

B2B Marketing Manager | Industrial, Oil & Gas and Engineering Sectors

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PROFILE SUMMARY

B2B marketing manager with 7+ years across industrial, oil and gas, and engineering services in the UAE, Saudi Arabia, and international markets. Runs marketing independently end to end: B2B strategy and campaigns, brand positioning, LinkedIn and digital, content and sales collateral, and exhibitions such as ADIPEC, PTC Berlin, and PPIM Houston on a $400K+ annual events budget. Led a global rebrand across 15+ offices, built 3 company websites in 4 months, and tracks leads and campaign results in Salesforce. 7 years of hands-on Adobe Creative Suite. Native Arabic, fluent English, professional French. Based in Dubai.

CORE COMPETENCIES

- **B2B Marketing:** strategy and campaigns for industrial, oil and gas, and engineering buyers (EPCs, operators, contractors)
- **Brand & Content:** brand positioning, copywriting, LinkedIn content, brochures, company profiles, video and promotional materials
- **Exhibitions & Events:** trade shows end to end, booth design, suppliers, pre-event outreach, lead capture and follow-up
- **Digital & Tools:** websites, social media, Salesforce CRM, Adobe Creative Suite, Canva, Tableau, Power BI

LANGUAGES

Arabic (Native)

English (Fluent)

French (Professional)

WORK EXPERIENCE

SPEC, Dubai, UAE Jul 2026 - Present

Marketing Manager

- Leading the company's brand upgrade end to end, redefining brand identity, messaging, and marketing materials into one consistent, professional image.
- Built and launched 3 company websites within 4 months, aligned with the upgraded brand and the company's service lines.
- Built the company's CRM and marketing system from the ground up, centralising client contacts, leads, and follow-ups and giving management clear visibility on pipeline.
- Represent the company in client meetings and industry events, introducing prospective clients to its services and supporting business development.

PIPECARE GROUP (www.pipecaregroup.com), Dubai, UAE Jan 2024 - Jul 2026

Global Marketing Officer, Events, Brand and Marketing Technology

- Owned the international exhibitions and events programme end to end for 10+ industry events across the USA, Germany, UAE, Saudi Arabia, India, Egypt, and Canada, managing a $400K+ annual events budget.
- Managed each event from A to Z: stand booking, booth design and branding, suppliers and logistics, brochures and collateral, team briefing, and on-site delivery.
- Organised a private client dinner alongside PTC (Berlin) and was responsible for everything: guest list, invitations, venue, hosting on the day, follow-up with attendees, and ROI reporting.
- Worked with sales to set event goals, run pre-event outreach and meeting invitations using a 5,000+ EPC and operator decision-maker database, and follow up on leads quickly after each show.
- Built the event lead-capture process connected to Salesforce, so every contact from the stand went straight into the CRM for sales follow-up and post-event ROI reporting.
- Managed Salesforce CRM for 300+ projects, tracking event leads, engagement, and pipeline, and reporting results to leadership.
- Coordinated 7+ product launches from R&D to market, including exhibition launch messaging and sales collateral, contributing to 3 major project wins.
- Led digital transformation of brand assets during a global rebrand across 15+ offices, migrating systems to unified digital platforms.

KEY EVENTS DELIVERED (PIPECARE)

- **PTC - Pipeline Technology Conference, Berlin, Germany:** exhibition stand plus a private client dinner, owned end to end through to ROI. Event investment of about USD 53.6K; follow-up tracked **$5.3M in qualified pipeline from 7 opportunities**.
- **PPIM - Pipeline Pigging and Integrity Management, Houston, USA:** stand, branding, collateral, lead capture, and post-event follow-up; one of the company's most successful shows.
- **ADIPEC, Abu Dhabi, UAE:** exhibition presence, brand materials, and lead capture for regional operators and EPCs.
- **MECC - Middle East Corrosion Conference, Saudi Arabia:** part of a Saudi events programme of about USD 65K, supporting KSA market visibility with branding, event content, LinkedIn coverage, and sales materials.
- **CORCON, India, and further events in Egypt and Canada:** stand, logistics, collateral, and lead capture, with results reported in Salesforce.

WORK EXPERIENCE (CONTINUED)

Dutch Game Studio (www.dutchgamestudio.com), Dubai, UAE Sep 2022 - Jan 2024

Data Analyst and Digital Projects Lead

- Analysed player behaviour and in-game data to understand how players engage, identify drop-off points, and recommend improvements to the product and marketing teams.
- Created and maintained BI dashboards in Tableau and Excel to report campaign KPIs and performance to leadership.
- Increased player engagement by 25% through data analysis, churn modeling, and UX optimization for a mobile gaming product.

IT-BENZ (www.itbenz.dz), Algeria Jul 2019 - Sep 2022

Digital Marketing and Analytics Specialist

- Developed and implemented data-driven marketing strategies that increased traffic by 35% and improved conversion by 46%.
- Used CRM data and campaign A/B testing to optimize advertising, improving conversion rates by 20% and lowering return rates by 19%.
- Built reporting workflows to track campaign performance and provide actionable insights to leadership.

PROJECTS

- **Tender Automation Tool:** Software built with AI at its core that collects the technical documents for each tender, applies branded templates, and prepares the submission draft for review, cutting sales team preparation time from 2 weeks to about 1 day.
- **Event Lead Capture App:** Mobile exhibition lead-capture app with Salesforce CRM integration and digital business cards, deployed at 10+ international events and connecting attendees to sales follow-up.

EDUCATION

Master in Strategic Management and Information Systems 2019 - 2021

Ecole Nationale Superieure de Management, Algeria

Bachelor in Electromechanical Engineering 2016 - 2019

University Kasdi Merbah Ouargla, Algeria

CERTIFICATES & LICENSES

Foundations of Business Intelligence (Google Career Certificates) 2023

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