Mohamed Benzaoui

B2B MARKETING

B2B Marketing Manager for industrial, energy and technology companies. I turn exhibitions and product launches into qualified sales pipeline, and I build the systems that track it.

Dubai, UAE
+971 54 512 4049
Ghanou.benzaoui@gmail.com
linkedin.com/in/moabdb
ARABIC · ENGLISH · FRENCH

$5.3M	7+	10+	5,000+	15+
qualified pipeline from one exhibition campaign	years in B2B and digital marketing	international exhibitions, $400K+ yearly budget	EPC and operator decision-makers in database	offices aligned in a global rebrand

EXPERIENCE

SPEC · Marketing Manager

Dubai · Jul 2026 – present

- Leading the brand upgrade end to end: identity, messaging, materials
- Launched 3 company websites in 4 months
- Built the CRM and marketing system from zero for pipeline visibility

PIPECARE Group · Global Marketing Officer

Dubai · Jan 2024 – Jul 2026 · pipeline inspection, oil & gas

- Owned 10+ international exhibitions (ADIPEC, PTC Berlin, PPIM Houston, MECC KSA) on a $400K+ budget
- Ran pre-show outreach with sales and tracked every lead in Salesforce (300+ projects)
- Took 7+ products from R&D to market, contributing to 3 major project wins
- Delivered brand assets for a global rebrand across 15+ offices

Dutch Game Studio · Data Analyst & Digital Projects Lead

Dubai · Sep 2022 – Jan 2024

- Lifted player engagement 25% through data analysis and UX changes
- Built Tableau and Excel KPI dashboards for leadership

IT-BENZ · Digital Marketing & Analytics Specialist

Algeria · Jul 2019 – Sep 2022

- Traffic +35% and conversion +46% from data-driven campaigns
- A/B-tested ads: conversion +20%, returns −19%

CASE: PTC BERLIN

$53.6K invested in the exhibition campaign

7 qualified opportunities

$5.3M pipeline tracked in Salesforce

Plan with sales · Target accounts · Pre-show outreach · Stand + client dinner · Lead capture · Follow-up · ROI report

TOOLS I BUILT

Event lead-capture app — 10+ shows

Scans leads at the stand straight into Salesforce; about $3K a year saved.

Tender automation — 2 wks → ~1 day

Collects technical documents into a branded draft for review.

Outreach platform — human approval

Role-based email sequences on Outlook, approved before sending.

SKILLS & TOOLS

B2B strategy · Exhibitions & events · Product launch · Brand · LinkedIn & content · Sales enablement · Salesforce · Adobe CC · Canva · Webflow / WordPress · Power BI · Tableau · n8n · Make · Zapier

EDUCATION

MSc Strategic Management & Information Systems
ENSM, Algeria · 2019–2021

BEng Electromechanical Engineering
Kasdi Merbah University, Algeria · 2016–2019

Available on 1 month notice · UAE driving license

Google Business Intelligence certificate