

Mustafa Gharbawy

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Digital Systems Builder | E-commerce & Marketing Operations

I build and fix the systems behind growing brands — connecting ecommerce, marketing, and operations into structured workflows.

With hands-on experience across WordPress, CRM systems, automation, and digital marketing, I help founders turn scattered ideas into clear, scalable systems that actually work.

From building e-commerce stores and branding foundations to structuring marketing workflows and internal operations, I focus on making businesses more organized, efficient, and ready to grow.

WORK EXPERIENCE

AGH International Group • Alexandria, Egypt • 08/2025 - Present

Digital Marketing Manager • Full-time

- Lead digital marketing strategy and execution across social media, influencer campaigns, and internal systems, ensuring alignment with business goals and brand positioning
- Manage cross-functional teams (designers, moderators, photographers, and content creators), driving coordinated execution of campaigns and content plans
- Design and optimize operational workflows for campaign execution, reporting, and team collaboration to improve efficiency and clarity
- Drive web development and digital services outreach by coordinating lead generation efforts, conducting client discovery meetings, and converting opportunities into structured project briefs for web, marketing, and influencer teams
- Develop data-driven content strategies and performance reporting systems to monitor campaign effectiveness and support decision-making

Developed and customized WordPress websites • 02/2024 - Present

WordPress Developer & Systems Operator

- Developed and customized WordPress websites across multiple industries (B2B, e-commerce, agency, retail)
- Built and integrated CRM systems to automate client management and internal workflows
- Designed and optimized WooCommerce stores, improving user experience and operational efficiency
- Implemented SEO, performance improvements, and content structures for better visibility

Direct-to-Consumer Brand • 09/2021 – Present

E-commerce & Systems Builder (Founder)

- Built and managed a full e-commerce operation from scratch, covering product design, listing, marketing, and fulfillment
- Developed workflows for inventory tracking, reporting, and order management
- Managed branding, social media strategy, and content creation
- Integrated automation tools and systems to streamline operations and reduce manual work
- Led end-to-end business operations including customer service, logistics, and product development

Developed and customized WordPress websites • 02/2024 – 08/2025

Virtual Assistant (Tech-Savvy / Systems-Focused)

- Managed client communication, scheduling, and project coordination across multiple web development projects
- Built WordPress websites and integrated them with CRM systems
- Created structured workflows and meeting agendas to improve project clarity and execution
- Provided technical support and maintained strong client relationships

Vida • 03/2022 – 11/2023

Graphic Designer & Operations Support

- Designed social media content and branding assets for marketing campaigns
- Supported influencer marketing operations and dashboard testing
- Improved workflow efficiency through structured documentation and coordination

CERTIFICATIONS

Virtual Assistant Certification • 04/2023

ALX Africa

AWARDS & SCHOLARSHIPS

Shield of Honor • 01/2023

Vida Influencer Marketing Agency

PROJECTS

Custom WordPress Plugin Development

Developed multiple custom WordPress plugins for accounting, logistics, inventory management, and POS integration, transforming WooCommerce into a full business operations system

- Accounting & profit/loss reporting
- Shipping & logistics management system
- E-commerce operations & inventory workflows

- POS integration and outlet synchronization
- Transformed WordPress into a **business operating system**, not just a website

Campaign Management Plugin

- Built a system that converts influencer campaigns into structured workflows using WooCommerce + Kanban logic
- Automated campaign creation from customer orders
- Created dashboards for agency operations and influencers

Deck Builder (Custom Commerce Engine)

- Developed a custom product system allowing users to build and purchase personalized products
- Integrated API data, pricing logic, and WooCommerce checkout
- Enabled community-driven commerce experience

E-commerce & Operations Systems

- Structured WooCommerce stores with clear product, order, and inventory workflows
- Designed systems to manage fulfillment, reporting, and product organization

SKILLS

Adobe illustrator, Asana, Canva, Canva, Creative solution, crm, final cut pro, Google Workspace Tools, Photoshop, php, Trello, WooCommerce, wordpress