

# SALEH SEDDIK

Marketing Automation Specialist | Data Analyst | GTM Strategy Expert

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## CONTACT INFORMATION

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## PROFESSIONAL SUMMARY

Dynamic marketing automation specialist and data analyst with 4+ years of experience driving business growth through innovative CRM management, marketing automation workflows, and GTM strategies. Proven track record in transforming raw data into actionable insights that fuel customer engagement and revenue generation. Multilingual communicator fluent in English, Spanish, and Arabic, with extensive experience working across diverse international teams and industries.

**Recent Achievements:** - **Barcelona Clay Club Representative** - Competed in the World Clay Cup 2025, reaching Top 16 globally - **GTM Strategy Speaker** - Regular keynote speaker at Barcelona business and tech events, sharing expertise in marketing automation and Go-To-Market strategies - **Community Leader** - Active facilitator and trainer in intercultural communication, social innovation, and active citizenship programs

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## PROFESSIONAL EXPERIENCE

**PICVISA | Barcelona, Spain**

**Marketing Automation Specialist | March 2022 – Present**

- Designed and implemented end-to-end marketing automation workflows using HubSpot, Apollo, Clay, and Zapier, streamlining customer engagement processes
- Built comprehensive GTM marketing campaigns for outbound initiatives, including Clay-based listing systems and targeted acquisition strategies

- Developed and optimized CRM systems to enhance customer relationship management, resulting in improved data handling efficiency and sales alignment
- Created and managed inbound marketing automation systems encompassing content creation, email marketing, and automated client follow-up processes
- Collaborated closely with sales teams on data-driven initiatives, aligning marketing efforts with revenue growth objectives
- Managed website analytics and implemented tracking systems to monitor visitor behavior and optimize user experience
- Produced compelling marketing materials including video content, 2D animations, and product documentation to effectively communicate features and benefits

**Marketing Data Analyst** | *March 2022 – September 2024*

- Developed marketing automation workflows that achieved a 30% improvement in lead response rates within the textile recycling industry
- Conducted in-depth competitive analysis to identify technological advantages, improving product differentiation in recycling and material sorting markets
- Analyzed market data and industry trends to inform strategic decisions and optimize campaign performance
- Designed data-driven marketing materials that effectively communicated sustainability benefits, increasing awareness in the textile recycling sector
- Implemented marketing automation tools to reduce manual workload by integrating seamless workflows across marketing and sales functions

**Marketing Intern** | *May 2021 – February 2022*

- Learned and applied HubSpot marketing workflows for inbound and outbound marketing initiatives
- Analyzed inbound leads, email marketing performance, and client follow-up systems
- Conducted website visit analysis and executed targeted marketing campaigns accordingly

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**ASOCIACIÓN KUDWA** | **Barcelona, Spain**

**Volunteer Trainer & Facilitator** | *August 2022 – January 2024*

- Delivered workshops on intercultural communication, social innovation, and community integration
- Designed and facilitated Erasmus+ training sessions focused on active citizenship and diversity awareness
- Led team of 5 facilitators to design and deliver anti-xenophobia and anti-islamophobia workshops across 6 European countries

- Strengthened social relations between immigrant and host communities in Barcelona through targeted programming
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### **COPONS ESCOLA | Copons, Catalonia, Spain**

**English Teacher** | *September 2020 – May 2022*

- Taught English to primary school students using innovative gamification-based teaching methods
  - Developed custom teaching materials and workshops using “learning by doing” methodology
  - Implemented peer-learning approach where advanced students taught less-skilled peers, improving commitment and learning outcomes across all skill levels
  - Created engaging activities using English as a vehicle for communication and cultural exchange
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### **WORDRAVEL FOR TRANSLATION | Barcelona, Spain**

**Founder** | *January 2020 – January 2021*

- Founded and managed translation and language service agency based in Valencia
  - Led team of professional translators and facilitators specializing in language services and educational content
  - Provided translation, localization, and language consulting services to diverse client base
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### **JOVESOLIDES NGO | Valencia, Spain**

**Facilitator & Content Creator** | *November 2018 – December 2019*

- Designed and implemented Erasmus+ and civil society training programs focused on peace-building and non-formal education
  - Presented organization at international seminars in Poland, Portugal, and Germany
  - Created content for Erasmus+ project proposals, training manuals, and educational guides
  - Provided administrative support and social entrepreneurship initiatives in the field of social innovation
  - Worked as English teacher and translator for organizational communications
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## **STING FOR CONSULTANCY & DESIGN | Cairo, Egypt**

**Projects Coordinator & Facilitator** | *June 2016 – August 2018*

- Designed and facilitated workshops on active citizenship, debates, and safe spaces for dialogue
  - Implemented non-formal education workshops throughout Mediterranean and EU regions
  - Wrote proposals, training manuals, and guides for Erasmus+ projects
  - Presented company at international and local seminars and conferences
  - Managed project coordination and facilitated company meetings with detailed meeting minutes
  - Provided technical assistance, troubleshooting, and hardware maintenance
  - Delivered Arabic-English translation services and managed web editing and social media marketing
  - Developed database strategies and platforms for current and upcoming projects
  - Participated in design of Project Monitoring and Evaluation Plans including detailed tool design
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## **FREELANCE TRANSLATOR & JOURNALIST | Cairo, Egypt**

**Translator, Fixer & Media Advisor** | *January 2013 – October 2018*

- Provided translation, localization, transcription, subtitling, editing, and proofreading services from Arabic to English and vice versa
  - Served as local fixer and translator for international journalists covering Egyptian political events
  - Collaborated with major international media outlets including:
    - **El País** (Spain) - Constitutional referendum and presidential election coverage (2014)
    - **The Guardian** (UK)
    - **177milkstreet** (American magazine)
    - **RenTV** (Russian television) - Covered clashes in Egypt at Ramsis Square (2013)
    - **PressTV** (Iranian channel) - Translated documentaries on Egypt and Syria (2013)
    - **Globo Sport T.V.** (Brazil)
  - Worked with international photojournalists including Ulf Isacson and Daniel Hartley-Allen covering Port Said clashes and hidden Cairo stories
  - Translated and created subtitles for documentary “WE MUST GO” about Egyptian National Soccer Team
  - Volunteer translator and subtitle creator for TEDxCairo through Amara platform (2014-2015)
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## EDUCATION

### University of Barcelona | Barcelona, Spain

**Master in Business Research and Statistics** - Focus: Business Research and Analytics - Academic background in quantitative research methods and market analysis

### Universidad Europea Miguel de Cervantes (UEMC) | Madrid, Spain

**Digital Marketing and Management for Organizations** | *January 2020 – July 2022* - Specialized in digital marketing, business analytics, and market identification - Proficiency in GDPR-compliant email marketing, content strategies, and online advertising - Advanced skills in market trend analysis and strategic marketing development

### Helwan University | Cairo, Egypt

**Bachelor in International Relations, Communication, and Political Science** | *August 2011 – July 2016* - Faculty of Economics - Major: International Relations, Political Science, International Conflicts Management - Focus areas: International Trade, Economics, International Diplomacy

### Organization of Backing Liberal and Social Development (OBLSD) | Cairo, Egypt

**Political Awareness Diploma** | *January 2012 – December 2012* - One-year diploma in political awareness, public policies, liberalism, legal culture, constitution, and citizenship duties

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## SPEAKING ENGAGEMENTS & COMMUNITY LEADERSHIP

### Barcelona Clay Club - World Clay Cup 2025

- Represented Barcelona Clay Club at the World Clay Cup 2025 competition
- Achieved Top 16 placement globally in marketing automation and GTM strategy competition
- Showcased innovative Clay automation workflows and strategic implementations

### GTM Strategy Events - Barcelona Tech Community

- Regular keynote speaker at Barcelona business and technology events
- Topics: Go-To-Market strategies, marketing automation best practices, CRM optimization, data-driven marketing

- Facilitated workshops and panel discussions on modern marketing technologies including Clay, Apollo, and HubSpot
  - Built and nurtured Barcelona's marketing automation community through regular meetups and knowledge sharing
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## **TECHNICAL SKILLS**

### **Marketing Automation & CRM**

- HubSpot, Zoho, Salesforce, Microsoft Dynamics CRM
- Clay, Apollo, n8n
- Zapier, Make, API integrations
- LinkedIn Sales Navigator, Dealfront

### **Data Analysis & Business Intelligence**

- Power BI, Python
- Google Analytics, website tracking systems
- Quantitative and qualitative data analysis
- Market research and competitive analysis

### **Digital Marketing & Content**

- Email marketing and campaign management
- Outbound and inbound marketing strategies
- GTM campaign development
- Content creation: video editing, 2D animation, copywriting
- Social media marketing and management

### **Design & Productivity Tools**

- Adobe Photoshop, Canva
- WordPress website authoring
- Microsoft Office Suite
- Notion (project management)
- CAT (Computer-Assisted Translation) software

### **Development & Technical**

- AWS (Amazon Web Services) - Basic
  - ChatGPT prompting and AI tools
  - Auto-trading bots and cryptocurrency fundamentals
  - Basic Python programming
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## LANGUAGES

Language	Speaking	Writing	Listening	Reading
<b>Arabic</b>	Native	Native	Native	Native
<b>English</b>	C2 (Proficient)	C1 (Advanced)	C2 (Proficient)	C1 (Advanced)
<b>Spanish</b>	B2 (Upper-Intermediate)	B2 (Upper-Intermediate)	C1 (Advanced)	B2 (Upper-Intermediate)
<b>Catalan</b>	A1 (Beginner)	A1 (Beginner)	A2 (Elementary)	A1 (Beginner)

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## CERTIFICATIONS

- **Digital Marketing Professional Certificate** - Content Marketing Institute
- **Marketing Foundations: Ecommerce**
- **Academic Research Foundations: Quantitative Methods**
- **Digital Marketing Foundations** - Certificate of Completion
- **Big Data con un Café**

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## CORE COMPETENCIES

### Communication & Interpersonal Skills

- Excellent multilingual communication skills across diverse cultural contexts
- Strong presentation and public speaking abilities developed through international seminars and conferences
- Training and facilitation expertise from coordinating Erasmus+ projects and active citizenship workshops
- Community development and cross-cultural collaboration with diverse nationalities and socioeconomic groups

### Job-Related Skills

- Quality control implementation and quality standards maintenance in translation work
- Teaching and pedagogical skills with gamification methodology
- Adaptability to high-standard working practices and international environments
- Time management expertise gained through multiple international agencies and freelance projects

## Leadership & Management

- Excellent managerial skills with high responsiveness and professional conduct
  - Strong organizational abilities including workload planning, deadline setting, and responsible commitment
  - Team leadership experience managing groups of 5+ facilitators for international training programs
  - Project coordination across multiple stakeholders and international partners
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## PUBLICATIONS & MEDIA WORK

- **Translation Works** - Various publications and media content
  - **Documentary Translation** - “WE MUST GO” (Egyptian National Soccer Team documentary)
  - **TEDxCairo** - Volunteer translator and subtitle creator
  - **Content Creation** - Multiple training manuals, guides, and Erasmus+ project proposals
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## PROFESSIONAL REFERENCES

Available upon request

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**Last Updated:** November 2025