# AHMED ALAAELDIN ELKELAYA

أحمد علاءالدين الكِلَيَّه

LEAD DEVELOPER · CREATIVE DIRECTOR · SOCIAL LEAD · NEWS EDITOR

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Based in South Sinai, Egypt

Date of birth: 11 January 1992 · Nationality: Egyptian

## PROFILE

Lead developer. Also creative director, social lead and news editor for brand and e-commerce, with 10+ years building brands, campaigns and online stores across Doha and the GCC, including 9 years in Doha, Qatar. Multilingual. Editor of two live news feeds, The Sports Wire and The Pulse Wire. Delivered a national cybersecurity awareness campaign with Qatar's Ministry of Transport and Communications (MoTC), aligned with Qatar National Vision 2030, and multilingual social and paid campaigns for luxury brands represented by Fifty One East. Native Arabic copywriter skilled in Qatari-dialect messaging. Ultra-distance cyclist.

## EXPERIENCE

### CYCLOPATH | South Sinai, Egypt

2024 – Present

*Founding Director, Public Relations & Communications*

- Founded and lead a premium cycling and mountain-biking brand in Dahab, South Sinai; own brand positioning, PR, storytelling and partnerships for Egyptian and international rider audiences.
- Built and run cyclopath.store (own WooCommerce store) and the Instagram channel (@cyclopathh1), selling cycling gear and adventure bookings to a growing rider community.
- Pivoted the business from on-site hospitality (Airbnb stays in Dahab, Nuweiba'a and the North Coast) to a fully online model while maintaining consistent 5-star guest ratings.
- Organise and promote guided cycling expeditions across the Sinai desert for local and international riders, with a focus on safety, preparation and environmental respect.
- Produce rider-shot video, photography, captions and animations for social media and paid campaigns that drive bookings and attract partners.
- Edit and run two live news feeds on cyclopath.store: The Sports Wire (sports news) and The Pulse Wire (world news).
- Lead developer of custom websites, live news feeds and browser games (HTML, CSS, JavaScript, WordPress).

### Darwish Holding | Doha, Qatar

2018 – 2023

*Digital Media Supervisor*

- Wrote multilingual copy for luxury and retail brands represented by Fifty One East in Qatar, including Rolex, CHANEL, Boucheron, TUDOR, Apple and Sony, and couture houses such as Brioni, Kiton and Lanvin; plus Lagoona Mall, Darwish Holding retail brand Fnac and WarriorFit.
- Covered events for Decode Doha, the Fifty One East concept store carrying Karl Lagerfeld and MSGM.
- Covered the group's brands at every edition of the Doha Jewellery & Watches Exhibition during my tenure at Darwish Holding (2018–2023).
- Co-managed paid social and Google Ads campaigns for the brand portfolio.
- Led social media coverage of international fashion weeks in Milan, Paris and New York, growing audiences and driving traffic to in-store sales.
- Covered sports and family events sponsored by Rolex, TUDOR and Fnac, and by Toysaloona and Jungaloona for children's events, including tennis, golf and padel tournaments and World Cup padel matches featuring football legends Francesco Totti, Ronaldo Nazário, Marco Materazzi, Clarence Seedorf and Patrick Kluivert, shooting video, Reels, photography and live Instagram Stories on site, capturing the before and after of each event to showcase luxury with authenticity and transparency.

### Respond Media | Doha, Qatar

2014 – 2018

*Digital Marketing Manager*

- Played a key role in a strategic partnership with Qatar's Ministry of Transport and Communications (MoTC) to deliver a large-scale national cybersecurity awareness campaign aligned with Qatar National Vision 2030.
- Conceptualised and produced a series of 2D/3D social media animations explaining phishing, data protection, safe online practices and threat identification to government employees, businesses and the public.
- Led end-to-end animation production with designers, scriptwriters, voice artists and MoTC stakeholders, ensuring accuracy and compliance with national cybersecurity standards.

- Wrote clear, action-oriented Arabic messaging in Qatari dialect to reinforce digital-safety calls to action and engage local audiences.

## SELECTED WORK

**MoTC cybersecurity campaign.** National awareness campaign with Qatar's Ministry of Transport and Communications, aligned with Qatar National Vision 2030.

**Fifty One East · Luxury brand social.** Multilingual copy, paid social and Google Ads for Rolex, CHANEL, Boucheron, TUDOR, Apple, Sony and couture houses; Decode Doha events; Doha Jewellery & Watches Exhibition.

**Sports events coverage, Darwish Holding.** Events sponsored by Rolex, TUDOR, Fnac, Toysaloona and Jungaloona: tennis, golf and padel tournaments and World Cup padel matches featuring football legends Francesco Totti, Ronaldo Nazário, Marco Materazzi, Clarence Seedorf and Patrick Kluivert; video, Reels, photography and live Instagram Stories on site, capturing each event before and after.

**CYCLOPATH.** Cycling brand in Dahab with its own WooCommerce store, cyclopath.store.

**The Sports Wire.** Live sports news feed I edit and run: football, cycling and fight sports.

**The Pulse Wire.** Live world news feed I edit and run.

**CYCLOPATH Gaming.** Browser games I design and build, including Sinai Run.

**Sequence of Matter.** Generative art that draws itself in the browser.

## VOLUNTEER EXPERIENCE

### Celestial Ads | Egypt

2011 – Present

*Founder, Volunteer Nonprofit Organisation*

- Founded a volunteer-driven nonprofit that promotes volunteerism and raises awareness of animal-cruelty prevention across Egypt.

## EXPERTISE

**Communications & PR.** Multilingual and Qatari-dialect copywriting, localisation, PR and media relations, brand storytelling, internal communications.

**Social & performance.** Social media strategy and leadership, paid social, Google Ads, Google Business Profile, Facebook Ads Manager, Meta Business Suite, campaign management, community building, content strategy.

**News & content.** News editing for live feeds, content production, 2D/3D animation production workflows, video and photography.

**E-commerce.** WooCommerce and WordPress stores, product listings, payments and shipping, online bookings, Instagram and Airbnb channels.

**Development.** Custom websites, live news feeds and browser games (HTML, CSS, JavaScript, WordPress).

**Tools.** Microsoft Office, Google Workspace.

## LANGUAGES

Arabic (Native) · English (Fluent) · French (Beginner) · Italian (Beginner) · North Macedonian (Beginner)

## EDUCATION

### Misr International University

2008 – 2014

*BA in Marketing, MA in Business*

### International Arab Egyptian School

*IGCSE, Cambridge Curriculum*

## TRAINING & CERTIFICATIONS

Sports Media and Journalism, Josoor · Digital Transformation, edX · Cyberpsychology, Psychwire · Building AI, Elements of AI

## INTERESTS

Ultra-distance cycling, hiking, travelling, photography, content creation.