

NEHAL SALAH

Business Development - Growth - Acquisition

Partnerships - Content Strategy - Web3

Visual portfolio for Upwork clients. Selected commercial, acquisition, strategy and content work across Egypt, GCC and MENA.

12+ YEARS EXPERIENCE

EGYPT - GCC - MENA

B2B - E-COM - FINTECH - WEB3



Commercial work that connects strategy to measurable outcomes.

10

MENA markets covered in Taager acquisition activity

1,000+

traders onboarded through SGC Trading growth initiatives

12+

years across business development, acquisition and growth

360°

commercial approach from research and outreach to conversion

Core capabilities

B2B Lead Generation

Growth Strategy

Partnerships

Acquisition Funnels

Content Strategy

Employer Branding

Web3 Education

What clients hire me to do

Business Development

- Market mapping
- Lead sourcing
- B2B outreach
- Partnership development
- Client pipeline

Growth & Acquisition

- ICP definition
- Funnels and segmentation
- CRM activation
- Conversion strategy
- Performance tracking

Content & Brand

- Campaign concepts
- Bilingual content
- Web3 education
- Employer branding
- Creative direction

Positioning: a commercial operator with hands-on execution, not only planning. I can own lead generation, partnership outreach, campaign structure, content direction and weekly reporting.

Taager.com - Regional Acquisition & Business Development

SCOPE

Merchant acquisition, media-buyer recruitment, partner sourcing, B2B outreach and scalable lead-generation frameworks across multiple MENA markets.

MARKETS SUPPORTED

KSA

UAE

Qatar

Iraq

Jordan

Lebanon

Egypt

Morocco

Tunisia

Algeria

1

Market sourcing

2

Qualification

3

Outreach

4

Onboarding

5

Growth

Outcome: scalable regional acquisition infrastructure supporting market expansion.

Acquisition Ownership System

Lead engine design

Built repeatable sourcing logic and clear market segments; tailored scripts and qualification rules.

Recruitment + acquisition

Worked across candidate, merchant and partner acquisition where quality control mattered as much as volume.

Sponsorship program ownership

Owned program operations end-to-end: outreach, follow-up, stakeholder coordination and reporting.

Commercial discipline

Focused on reachable, qualified and committed volume instead of vanity lead counts.

Research -> Outreach -> Qualification -> Follow-up -> Conversion

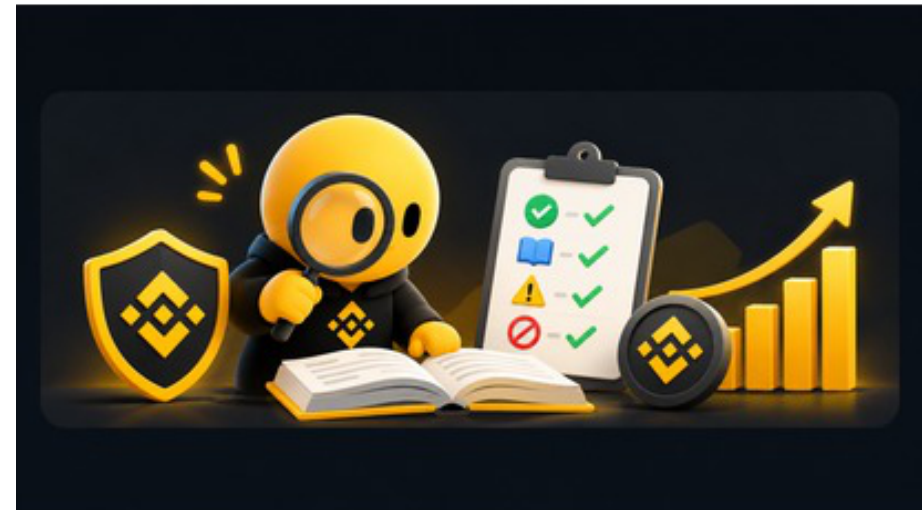
Binance Angels - Web3 Education & Content Strategy



WHAT I CONTRIBUTE

Educational campaign concepts, bilingual content, crypto safety messaging, community engagement and creative direction for MENA audiences. Includes learning-pill content, research-based educational posts and risk-aware messaging.

From educational idea to campaign-ready visual system.



CREATIVE SYSTEM

Concept - educational narrative - visual direction - audience simplification - call-to-action - risk-aware messaging

SGC Trading - Trader Onboarding

SGC TRADING

1,000+

traders onboarded

Supported onboarding through digital campaigns, educational activity, awareness and community engagement.

GROWTH LEVERS

Awareness

Education

Acquisition

Community

Retention

The role combined customer education with acquisition execution, using campaign thinking, community support and clear conversion paths.

YOUWHO - Digital Marketing & Official Promotion

Launch awareness

Created promotional logic to introduce the app clearly, build audience familiarity and support early platform visibility.

Awareness

User acquisition

Supported audience targeting, messaging angles and conversion-focused digital promotion.

Acquisition

Community growth

Aligned awareness, engagement and retention messaging for an active digital user base.

Community

Backbone - B2B Service Growth

Recruitment & Staffing

B2B positioning, outreach and lead generation.

HR Outsourcing

HR operations, outreach and sales positioning.

OD & HR Consultation

B2B offering structured for clear client value.

Remote Staff Mgmt

B2B positioning, outreach and lead generation.

Back-office Support

Service positioning around operational value.

LinkedIn Outreach

B2B prospecting, outreach and lead generation.

Value delivered: clearer service positioning, practical sales outreach, client-pipeline thinking and follow-up structure for a business support model.

Growth Strategy - Marketing to Pipeline



1 Audit existing assets

2 Define ICP & segmentation

3 Activate CRM & channels

4 Align marketing + sales

5 Track meetings, pipeline & revenue

Executive Growth Strategy Case Study

FRAMEWORK USED

- Business understanding
- ICP and customer journey
- Channel strategy
- CRM activation
- Marketing + sales alignment
- 30-day execution plan

COMMERCIAL THESIS

Growth becomes predictable when commercial strategy, disciplined execution and measurement operate as one revenue system.

The framework prioritizes existing assets first, then segmentation, channel execution, CRM activation and measurable pipeline outcomes.

Personal Brand, Publishing & Digital Products



END-TO-END OWNERSHIP

Concept -> positioning -> writing -> visual identity -> product packaging -> promotion -> sales. Includes ebooks and AI-focused digital products, with a repeated goal of simplifying useful ideas into marketable assets.

How I would run your Upwork project

01

Diagnose

Brief review, target definition, existing context and success criteria.

02

Build

ICP and lead sourcing logic, campaign concepts and channel plan.

03

Launch

Campaign execution, follow-ups, qualification and distribution coordination.

04

Optimize

Weekly reporting, conversion review, improved scripts and next actions.

Ideal projects: B2B lead generation, business development outreach, partner acquisition, growth strategy, Web3 educational content, personal branding and digital-product promotion.

WORK WITH ME

A commercial operator who can move from strategy to execution.



Business Development

- B2B outreach
- Pipeline building
- Partnerships
- Market expansion

Growth & Acquisition

- ICP & funnel design
- Lead generation
- CRM activation
- Conversion strategy

Content & Brand

- Campaign concepts
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