



## Ahmed Khalifa

Digital Marketing Expert

Egyptian - United Arab Emirates

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## Who is Ahmed Khalifa

Ahmed Khalifa is an Egyptian digital marketing consultant and expert based in the United Arab Emirates, known for a diverse career that began at an early age. His passion for technology and entrepreneurship started in his teens when he began repairing computers at just thirteen, and he has continued to develop his skills across multiple fields. Khalifa combines academic knowledge with hands-on experience, having worked on international initiatives with the United Nations, which enabled him to travel and gain extensive expertise in entrepreneurship and global marketing. Ahmed Khalifa has become a recognized figure in modern marketing and content development on social media. He appeared on the reality show "Biban" (Shark Tank Gulf), where he pitched his entrepreneurial ideas to investors, further boosting his reputation in the startup ecosystem. Khalifa has collaborated with high-profile organizations such as the UAE Ministry of Culture, Etihad Airways, and Canva, contributing to the development of creative marketing strategies. He was also selected as a Google AI Ambassador for the Middle East and North Africa, reflecting his passion for integrating cutting-edge technologies into the marketing world. Ahmed Khalifa dedicates much of his efforts to educating and empowering youth and entrepreneurs. As a certified trainer, he delivers specialized courses and workshops in marketing and business growth, and has trained teams from numerous startups on building marketing and sales strategies. Through his digital content—whether via podcasts or educational videos on Instagram and Twitter—Khalifa shares practical advice on turning ideas into successful brands and leveraging technologies like AI to drive business growth. His vision centers on building an Arab community that values creative marketing and sustainable business development, making him a role model and source of inspiration for many young marketers in the region.

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