

AHMED

Performance Marketing Manager | Digital Marketing Manager

PROFESSIONAL SUMMARY

I am a Performance Marketer with extensive experience in driving ambitious targets through strategic planning, data analysis, and cross-channel execution. Having worked across Edtech, FMCG, Fintech, Healthcare, and Real Estate, I specialize in building full-funnel marketing strategies that deliver measurable ROI. I am a technical marketer capable of authoring ad copy and developing landing pages to ensure seamless campaign launches and high-performance outcomes.

KEY SKILLS

- Strategic Media Planning & Performance Planning
- B2B Lead Generation & Sales Support
- E-commerce & Retail Media Optimization (Amazon)
- Paid Social (Facebook, Instagram, TikTok, Snapchat)
- Search Engine Marketing & SEO Auditing
- Full-Funnel Marketing & Measurement
- Data Analysis, Reporting & GA4
- Event Tracking Implementation
- Content Strategy & Ad Copywriting
- Stakeholder & Client Relationship Management

PROFESSIONAL EXPERIENCE

Performance Marketing Manager

Middle Eastern Boutique Digital Agency

May 2025 - Present | Dubai, UAE

- Developed competitor analyses and marketing strategies for business pitches.
- Planned and led performance campaigns for major regional clients in power tools, investment, and higher education.

- Led client communications, managed expectations, and reported progress while aligning internal teams.

Senior Media Buyer

Saudi Arabian Content & Digital Strategy Agency Mar 2024 - Present | Jeddah, Saudi Arabia

- Developed SEO assessments and marketing strategies for business pitches and influencers.
- Planned strategies and led performance campaigns for venture capital firms and private medical clinics.
- Managed client communications and comprehensive performance reporting.

Senior Executive - Commerce

International Advertising & Commerce Agency

Feb 2024 - Sep 2024 | Dubai, UAE

- Led client communication with regional account managers for a global FMCG giant.
- Developed commerce strategies on Amazon, Talabat, and Carrefour for leading brands in personal care and household goods.
- Led internal teams to achieve performance tactics across UAE and KSA e-commerce retailers.

Senior Performance Marketing Specialist

Leading Middle Eastern EdTech Platform

Oct 2021 - Dec 2023 | Egypt & UAE

- Achieved 4x growth in monthly subscription conversion values while decreasing CPA by 66% over 3 years.
- Managed B2C performance campaigns for flagship learning platforms and national educational projects.
- Successfully launched Pilot B2B lead generation campaigns, leading to the creation of a dedicated B2B department.
- Promoted to Senior level with responsibility for executing and optimizing all online paid presence.

Digital Marketing Specialist

Full-Service Advertising Agency

Jan 2021 - May 2021 | Cairo, Egypt

- Led media buying for major FMCG brands and automotive lead generation.
- Managed SEO archives and conducted comprehensive SEO/SEM audits for security and industrial clients.

Search Engine Optimization Specialist

- Led SEO for multiple business units including hospitals, dental centers, and wellness units.
- Delivered keyword research, structural optimization, and SEO audits, reporting directly to the CEO.

KEY PROJECT ACHIEVEMENTS

Higher Education (UAE): Achieved a 75% decrease in Cost Per Lead (CPL) through optimized Meta lead generation strategies.

Retail & Furniture (Dubai): Executed dual-platform (Meta/Google) strategies to drive both showroom footfall and online leads.

Investment Group (UAE): Achieved monthly follower increases of 12% on LinkedIn and 18% on Facebook through targeted middle-funnel engagement campaigns.

Medical Clinics (KSA): Delivered a 50% decrease in CPL and implemented full event tracking and reporting frameworks across TikTok, Snapchat, and Search.

EDUCATION

- **Bachelor of Engineering: Mechatronics and Robotics** - The Egyptian Russian University (Graduated 1st in Class, 2015)
- **Digital Marketing Specialization** - Coursera
- **Digital Marketing Nanodegree** - Udacity
- **Digital Marketing Diploma** - DM Arts Academy

CERTIFICATIONS

- Google Analytics 4 (GA4) Essential Training
- Amazon Advertising Campaign Planning
- Amazon DSP Advanced Certification
- Criteo Onsite Sponsored Products
- AI for Marketing (LinkedIn)
- Digital Marketing Analytics (Honors - Coursera)
- Advanced Digital Marketing (Udacity)
- Digital Media and Marketing Strategies (Honors)

LANGUAGES

Arabic: Native | **English:** Professional
