

AHMED GAMAL FATHY

Digital Marketing Manager | Performance Marketing Specialist | GCC & MENA Markets

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PROFESSIONAL SUMMARY

Performance Marketing Manager with 5+ years scaling paid media, SEO, and full-funnel strategies for e-commerce and agency clients across Saudi Arabia, the GCC, and MENA. Generated \$234K+ revenue at 707% ROI from a \$29K ad budget, acquired 35 new B2B/B2C clients in a single month (233% of target), and grew inbound lead generation by 45% within 90 days by combining AI-powered audience segmentation with full-funnel PPC, SEO, and social strategy across Google, Meta, and TikTok Ads. Led cross-functional teams of up to 20 and built automated reporting infrastructure that cut optimization cycles by 35%.

CORE COMPETENCIES

Paid Media & PPC: Google Ads | Meta Ads Manager | TikTok Ads | Snapchat Ads | YouTube Ads | LinkedIn Ads | Performance Max
SEO & Analytics: On-Page & Off-Page SEO | Google Analytics 4 | Conversion Tracking | A/B Testing | Keyword Research
Strategy & Growth: Full-Funnel Strategy | ROI Optimization | Client Acquisition | Lead Generation | Budget Management | Market Research
Marketing Channels: Influencer Marketing | Social Media Marketing | Email Marketing | Landing Page Optimization | Marketing Automation
Leadership & Tools: Team Leadership | Cross-Functional Collaboration | AI-Powered Optimization | Reporting Dashboards | CRM Integration

PROFESSIONAL EXPERIENCE

Digital Marketing Manager | TAG Creative Hub Riyadh, KSA | Dec 2024 – Present
Managed client accounts: Al-Ahly Agency (Dec 2024–Present) · SYT Influencer Agency (Mar 2025–Present)

- ▶ Delivered 6.5x ROI in Q1 for B2B/B2C clients by engineering full-funnel PPC and SEO strategies across Google, Meta, and TikTok Ads.
- ▶ Increased qualified lead generation by 40% by deploying AI-powered audience segmentation and precision targeting.
- ▶ Grew inbound leads by 45% within 90 days for an influencer-marketing client by optimizing paid media targeting across TikTok, Instagram, and YouTube.
- ▶ Cut cost per qualified lead by reallocating ad spend across platforms based on continuous performance analysis.
- ▶ Improved client acquisition and deal-close rates by aligning marketing funnels with sales revenue objectives across the managed account portfolio.

Digital Marketing Manager | Azzrak KSA | Oct 2023 – Nov 2024
Managed client accounts: Basmah · Rawnk · Transition · Gulflix (E-Commerce) · Tak

- ▶ Generated \$234,400 in revenue at 707% ROI from a \$29,000 ad budget by executing cross-platform SEO, PPC, and social media campaigns.
- ▶ Acquired 35 new B2B/B2C clients in a single month (233% of a 15-client target) at 508% campaign ROI through an aggressive full-funnel acquisition strategy.
- ▶ Delivered 675% ROI on a \$30,000 ad budget by leading a cross-functional team of 20 through B2B PPC and SEO campaign execution.
- ▶ Increased organic traffic by 42% and accelerated optimization cycles by 35% by overhauling SEO strategy and building automated reporting dashboards.
- ▶ Grew e-commerce ticket purchases by 33% and improved CTR by 29% by rebuilding sales funnels, remarketing flows, and keyword targeting.
- ▶ Mentored a team of 7 digital marketing specialists, improving lead conversion by 20% through AI-driven optimization tools and structured coaching.

Senior Media Buyer | Eshtri Aqar (Real Estate)

Egypt | Jul 2023 – Mar 2025

Part-Time / Freelance — engagement ran in parallel with full-time roles above

- Increased lead generation by 27% by designing geo-targeted, localized PPC campaigns for the real estate sector.
- Reduced cost per acquisition by 22% through full campaign restructuring, keyword pruning, and landing page alignment.
- Improved B2B campaign ROI across multiple real estate verticals by applying Google Analytics-driven audience refinement.

Senior Media Buyer | Monafasah.sa

Riyadh, KSA | Jan 2023 – Oct 2023

- Improved CTR by 18% and cut cost-per-lead by 21% on Meta Ads by running continuous testing and optimization for in-house PPC campaigns.
- Maximized ROI on B2C campaigns targeting the KSA market by strategically allocating advertising budgets across channels.

Performance Media Buyer | JMI Cairo

Cairo, Egypt | Aug 2022 – Dec 2022 [EDIT: VERIFY]

⚠ Original dates (Aug 2022–Oct 2023) overlapped 9 months with Monafasah.sa above — confirm true end date before sending

- Increased conversions by 25% by building effective B2B/B2C funnels across Facebook, Instagram, TikTok, and Google Ads.
- Reduced wasted ad spend by 20% through advanced campaign segmentation, negative keyword management, and bid strategy optimization.

Performance Media Buyer | Gblue

Cairo, Egypt | Apr 2022 – Aug 2022

- Increased campaign ROI by 19% through continuous A/B testing and creative optimization across all paid advertising channels.
- Advised the creative team on PPC and SEO best practices, bridging performance data with creative execution.

Performance Media Buyer – Team Lead | Elbatt

Mansoura, Egypt | Sep 2021 – Apr 2022

- Increased monthly client acquisition by 23% by leading a team through performance-driven PPC and SEO campaign optimization.
- Achieved first-page Google rankings for competitive keywords through targeted on-page and off-page SEO initiatives.

Media Buyer & Team Lead | Mindev

Tanta, Egypt | Apr 2021 – Sep 2021

- Increased CTR by 15% across paid social campaigns through ad copy optimization and creative iteration based on audience behavioral data.
- Trained and mentored team members in PPC best practices while managing paid social campaigns for B2B/B2C clients.

ENTREPRENEURIAL VENTURE

Co-Founder & Digital Marketing Manager | Enhancer Studio

Egypt | Jun 2024 – Present

Part-Time — run alongside primary agency role

- Co-founded a production and post-production studio; drove consistent inbound lead generation by managing all PPC and growth marketing part-time alongside primary agency role.
- Applied AI-powered tools and Google Analytics to optimize advertising ROI and track performance across paid media channels.

KEY ACHIEVEMENTS

[EDIT: Reorder to lead with whichever metric best matches the job post's priority (revenue, ROI, lead volume, or team leadership)]

707% ROI on \$29K spend → \$234K revenue (Azzrak / Rawnk)	+45% inbound leads within 90 days (TAG Creative Hub / SYT)
508% ROI — 35 new clients in 1 month vs. target of 15 (Azzrak / Tak)	+42% organic traffic via on/off-page SEO (Azzrak / Transition)
675% ROI on \$30K ad spend leading a team of 20 (Azzrak / Basmah)	6.5× ROI Q1 performance across Google, Meta & TikTok (TAG Creative Hub / Al-Ahly)

EDUCATION

Bachelor of Arts, Geography | Mansoura University

2015 – 2019 · Mansoura, Egypt

LANGUAGES

Arabic (Native) | English (Professional Proficiency)