



## SUMMARY

Accomplished Performance Marketing Manager at Aleph Holding with a proven track record of accelerating revenue growth and surpassing ROI objectives in diverse sectors including Banking, Real-Estate, Automotive, Hospitality, Retail, and Pharma. Expert in devising and executing comprehensive campaign strategies across platforms like Meta Ads, Google, and Programmatic Ads. Adept at leveraging data-driven insights for strategy refinement and KPI enhancement. Renowned for operational efficiency and adaptability, with a history of leading teams across Morocco, Egypt, KSA, Qatar, and UAE.

## EDUCATION

### Alexandria University, EGY

Bachelor of Arts in Media & Mass  
Communication  
2008 – 2012

### American University, USA

Digital Media Diploma  
2011

## CERTIFICATIONS

- Certificate in Exercising Leadership, HarvardX
- Google Ads Certificates (Shopping, Search, Display, YouTube)
- Google Analytics Certificate
- Google Display & Video 360 Certificate
- Google Search 360 Certificate
- Apple Search Ads Certificate
- Amazon DSP Advanced Certificates
- The Trade Desk Edge Academy Certificates

## PROFESSIONAL EXPERIENCE

### Performance Marketing Manager

Aleph Holding (Connect Ads) | 2017 - Present

- **Strategic Revenue Generation:** Masterminded significant revenue growth initiatives through nurturing post-sale client relationships, resulting in dramatic ROI increases across various sectors – quadrupling in Banking, Real-estate, and Automotive, and more than doubling in Hospitality, Retail, and Pharma.
- **Cross-Platform Campaign Mastery:** Expertly crafted and executed comprehensive, high-impact campaign strategies across a multitude of platforms, including Meta Ads, Snapchat, Apple Search, TikTok, Google, and Programmatic Ads, utilizing Aleph's full-funnel Ad products to deliver exceptional results.
- **Analytical Decision-Making:** Employed a deep analysis of performance metrics to drive data-driven strategy refinement, optimizing KPI achievements and providing actionable, strategic recommendations for both immediate and long-term objectives.
- **Educational Leadership and Development:** Led the elevation of advertiser proficiency in performance metrics and industry trends through a series of educational initiatives, encompassing training sessions, roadshows, summits, and comprehensive onboarding events.
- **Operational Efficiency and Technical Agility:** Spearheaded collaborative efforts to swiftly identify and resolve technical issues, ensuring seamless alignment with partner needs and overarching organizational goals.
- **Product Evangelism and Client Education:** Actively engaged in updating and educating clients on the latest product offerings, advocating for the adoption of best practices across various advertising platforms to maximize brand results.
- **Strategic Collaboration and Outcome Optimization:** Forged strong partnerships with account teams to develop and implement robust annual brand and media strategies, ensuring perfect alignment with client aspirations and consistently optimizing performance outcomes.

### Digital Marketing Strategist

Yellow Pages | 2015 - 2017

- Managed and optimized ongoing campaigns for maximum performance.
- Conducted thorough campaign analyses and adjustments.
- Developed and monitored A/B tests, sharing insights with creative teams.
- Created insightful campaign reports and analyzed ROI of leads.

### Digital Marketing Specialist

Yellow Pages | 2014 - 2015

- Led Social Media Strategy in collaboration with content and community management teams.