

AHMED GAMAL FATHY

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

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PROFESSIONAL SUMMARY

ROI-driven Digital Marketing Manager with 5+ years of experience scaling paid media, SEO, and full-funnel strategies for e-commerce and agency clients across Saudi Arabia, the GCC, and MENA. Delivered a **707% ROI on \$29K ad spend (\$234K+ revenue)**, acquired **35 new B2B/B2C clients in a single month**, and elevated inbound lead generation by **45% within 90 days**. Expert in Google Ads, Meta Ads, TikTok Ads, and AI-powered campaign optimization across B2B and B2C verticals. Consumer psychology practitioner who translates audience insight into high-converting creative strategy and measurable revenue growth. Proven team leader with experience managing cross-functional teams of up to 20 and building automated reporting infrastructure that reduces 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 | **SYT Influencer Agency** *Mar 2025 – Present · Riyadh, KSA*

- ▶ Spearheaded multi-channel campaigns on TikTok, Instagram, and YouTube to drive client acquisition for influencer collaboration and advertising services across the KSA market.
- ▶ Elevated inbound lead generation by 45% within 90 days through strategically optimized paid media targeting and audience segmentation.
- ▶ Partnered with influencer management teams to deliver measurable ROI and secure sustainable client growth through data-driven campaign adjustments.
- ▶ Designed and executed performance-focused marketing initiatives that improved brand visibility and reduced cost per qualified lead.

Digital Marketing Manager | **AI-Ahly Agency** *Dec 2024 – Present · KSA*

- ▶ Engineered full-funnel PPC and SEO strategies for B2B and B2C clients in the KSA market, achieving 6.5x ROI in the first quarter of engagement.
- ▶ Boosted qualified lead generation by 40% through advanced AI-powered audience segmentation and precision targeting across Google, Meta, and TikTok Ads.
- ▶ Optimized ad spend allocation across platforms through continuous performance analysis, eliminating waste and improving campaign profitability.
- ▶ Collaborated with sales teams to align marketing funnels with revenue objectives, directly improving client acquisition and deal-close rates.

Digital Marketing Manager | **Tak Agency**

Aug 2024 – Nov 2024 · KSA

- ▶ Acquired 35 new B2B and B2C clients within a single month against a target of 15, achieving 508% ROI on campaign investment through aggressive full-funnel strategy.
- ▶ Elevated lead-to-client conversion rates by 28% through advanced remarketing strategies and audience re-engagement sequences.
- ▶ Managed and optimized PPC campaigns using Google Analytics, driving continuous performance improvements through systematic A/B testing.
- ▶ Collaborated with creative teams to develop high-performing ad copy and visuals grounded in audience insight and competitive analysis.

Digital Marketing Manager | Transition Agency

May 2024 – Nov 2024 · KSA

- ▶ Led and mentored a team of 7 digital marketing specialists, optimizing PPC campaigns and improving lead conversion by 20% through AI-driven tools and structured coaching.
- ▶ Developed automated reporting dashboards that accelerated campaign optimization cycles by 35%, enabling faster data-driven decision-making.
- ▶ Increased organic traffic by 42% via comprehensive on-page and off-page SEO improvements aligned with competitive keyword strategy.
- ▶ Implemented full-funnel B2B and B2C revenue strategies, aligning marketing initiatives directly with sales pipeline objectives.

Digital Marketing Manager | Rawnk Agency

Dec 2023 – Nov 2024 · KSA

- ▶ Generated \$234,400 in revenue from a \$29,000 ad budget, delivering 707% ROI through cross-platform campaigns spanning SEO, PPC, and social media.
- ▶ Expanded B2B leads by 38% using targeted LinkedIn Ads campaigns and strategic outreach sequences tailored to high-value verticals.
- ▶ Designed long-term client growth roadmaps with measurable KPIs, improving client retention and creating predictable revenue streams.
- ▶ Leveraged Google Analytics to continuously refine conversion rate optimization, driving performance improvements across the full acquisition funnel.

Digital Marketing Manager | Basmah Agency

Oct 2023 – Nov 2024 · KSA

- ▶ Led a cross-functional team of 20 to execute PPC and SEO campaigns for B2B clients, achieving 675% ROI on a \$30,000 ad spend budget.
- ▶ Enhanced conversion rates by 31% through systematic landing page optimization and structured A/B testing frameworks.
- ▶ Implemented automated lead nurturing workflows that reduced sales cycle time by 25% and improved marketing-to-sales handoff efficiency.
- ▶ Drove a 35% increase in online brand engagement through SEO-led brand development and content strategy initiatives.

Digital Marketing Manager | Gulftix (E-Commerce)

May 2024 – Nov 2024 · KSA

- ▶ Managed PPC and SEO campaigns for a KSA e-commerce platform, increasing online ticket purchases by 33% through optimized sales funnels and remarketing.
- ▶ Enhanced CTR by 29% via precise keyword optimization, audience segmentation, and creative refresh cycles based on performance data.
- ▶ Leveraged Google Analytics for in-depth audience analysis, continuously refining targeting to improve ROI on paid campaigns.

Senior Media Buyer | Eshtri Aqar (Real Estate)

Jul 2023 – Mar 2025 · Egypt

- ▶ Designed and optimized PPC media strategies for the real estate sector, increasing lead generation by 27% through geo-targeted and localized ad campaigns.
- ▶ Reduced cost per acquisition by 22% through comprehensive campaign restructuring, keyword pruning, and landing page alignment.

- ▶ Applied Google Analytics to refine audience targeting and improve B2B campaign ROI across multiple real estate verticals.

Senior Media Buyer | Monafasah.sa

Jan 2023 – Oct 2023 · Riyadh, KSA

- ▶ Managed multi-platform in-house PPC campaigns, improving CTR by 18% and reducing CPL by 21% on Meta Ads through continuous testing and optimization.
- ▶ Allocated and optimized advertising budgets across channels to maximize ROI on B2C campaigns targeting the KSA market.

Performance Media Buyer | JMI Cairo

Aug 2022 – Oct 2023 · Cairo, Egypt

- ▶ Managed PPC campaigns across Facebook, Instagram, TikTok, and Google Network, building effective B2B/B2C funnels that increased conversions by 25%.
- ▶ Reduced wasted ad spend by 20% through advanced campaign segmentation, negative keyword management, and ongoing bid strategy optimization.
- ▶ Analyzed campaign performance using Google Analytics to generate actionable insights and continually optimize ROI across all paid channels.

Performance Media Buyer | Gblue

Apr 2022 – Aug 2022 · Cairo, Egypt

- ▶ Managed all paid advertising campaigns and increased campaign ROI by 19% through continuous A/B testing and creative optimization.
- ▶ Advised the creative team on PPC and SEO best practices, bridging the gap between performance data and creative execution.

Performance Media Buyer – Team Lead | Elbatt

Sep 2021 – Apr 2022 · Mansoura, Egypt

- ▶ Led a team managing PPC and SEO campaigns, increasing monthly client acquisition by 23% through performance-driven campaign optimization.
- ▶ Achieved first-page Google rankings for competitive keywords through targeted on-page and off-page SEO initiatives.

Media Buyer & Team Lead | Mindev

Apr 2021 – Sep 2021 · Tanta, Egypt

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

ENTREPRENEURIAL VENTURE

Co-Founder & Digital Marketing Manager | Enhancer Studio

Jun 2024 – Present · Egypt

- ▶ Co-founded a production and post-production studio; managed all PPC and growth marketing, driving consistent inbound lead generation through cross-platform paid campaigns.
- ▶ Applied AI-powered tools and Google Analytics to optimize advertising ROI and track performance across all paid media channels.
- ▶ Led cross-functional collaboration between creative and marketing teams to align content production with commercial growth objectives.

KEY ACHIEVEMENTS

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| <ul style="list-style-type: none"> ▶ 707% ROI on \$29K spend → \$234K revenue (Rawnk Agency) ▶ 508% ROI — 35 new clients acquired in 1 month vs. target of 15 (Tak Agency) | <ul style="list-style-type: none"> ▶ +45% inbound leads within 90 days (SYT Influencer Agency) ▶ +42% organic traffic via on/off-page SEO (Transition Agency) |
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▶ **675% ROI** on \$30K ad spend (Basmah Agency)

▶ **6.5× ROI** — Q1 performance across Google, Meta & TikTok (Al-Ahly Agency)

EDUCATION

Bachelor of Arts, Geography | Mansoura University

2015 – 2019 · Mansoura, Egypt

LANGUAGES

Languages: Arabic (Native) | English (Professional Proficiency)

Portfolio: agamalportfolio.vercel.app • LinkedIn: linkedin.com/in/ahmedgamal21