

ABDALHAMED MOHAMED

Growth & Performance Marketing | Digital Analytics & Automation

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PROFESSIONAL SUMMARY

Growth and performance marketing professional with 10+ years of experience across the UAE, KSA, Kuwait, Sweden and Egypt, covering paid acquisition, full-funnel optimization, digital analytics, app growth, experimentation and performance reporting. Hands-on across Meta, TikTok, Snapchat, LinkedIn, Google Ads and YouTube, with strong measurement capabilities using GA4, GTM, Power BI, Looker Studio, Adjust, AppsFlyer, BigQuery and SQL. Experienced in media planning, budget allocation, audience strategy, retargeting, conversion optimization and automated reporting. Delivered a 25% reduction in cost per acquisition and an 18% increase in click-through rate.

CORE COMPETENCIES

Growth Strategy & Funnel Optimization	Paid Acquisition & Performance Media	Media Planning & Budget Allocation
Conversion & Landing Page Optimization	A/B Testing & Experimentation	App Acquisition & Retargeting
Audience Segmentation & Performance Insights	GA4 / GTM Measurement	Power BI / Looker Studio Reporting
SQL / BigQuery / Python Analytics	Automation with n8n & APIs	CPA / CPI / CTR / ROAS / LTV

PROFESSIONAL EXPERIENCE

Senior Performance Digital Marketing

Sep 2024 - Present

Information Media - UAE

- Own paid acquisition planning, execution and optimization across Meta, TikTok, Snapchat, LinkedIn, Google Ads and YouTube.
- Build channel strategies, media plans and budget allocations aligned with acquisition, conversion and performance objectives.
- Analyze audience behavior, social performance, engagement and campaign results using Emplifi, platform insights, GA4 and Power BI.
- Manage website and landing-page performance, event tracking and conversion measurement across GTM, GA4, Google Ads and social platforms.
- Evaluate mobile-app acquisition and performance using GA4 and Adjust, including campaign and audience-level analysis.
- Build automated dashboards and reporting workflows with Power BI, Looker Studio, n8n, APIs and connected data sources.
- Run structured A/B tests across creative, copy, audiences, landing pages and campaign architecture to improve conversion efficiency.

Digital Marketing Executive

Sep 2020 - Aug 2024

Rotana [Music, TV] - UAE & KSA

- Managed multi-channel paid media campaigns across Meta, TikTok, Snapchat, LinkedIn, Google Ads and YouTube.
- Developed monthly media plans, budgets, audience strategies, campaign messaging and social content plans.
- Analyzed audience segments, engagement, content performance, website traffic and conversion behavior to identify optimization opportunities.
- Built Looker Studio dashboards for campaign, social and business performance reporting.
- Used Python, Pandas and NumPy for data cleaning, campaign analysis and recurring reporting tasks.
- Analyzed mobile-app acquisition and retargeting performance using AppsFlyer, supporting re-engagement and retention-focused optimization.

Digital Growth Executive

Sep 2018 - Sep 2020

Performics Digital Agency - UAE & Kuwait

- Managed paid search, paid social, display, YouTube and programmatic campaigns across regional client portfolios.
- Created media plans and allocated budgets based on business objectives, funnel performance and channel efficiency.
- Optimized keywords, bids, audiences, creatives and landing pages to improve acquisition and conversion performance.
- Produced performance reporting and insights using Power BI and Tableau, with SQL used for campaign and advertising data analysis.

Digital Growth Executive - Hybrid

Mar 2017 - Aug 2018

S360 Digital Media - Sweden

- Managed Google Ads, display, YouTube and social media campaigns across acquisition-focused initiatives.
- Supported social content planning, campaign analysis and conversion-performance monitoring.
- Conducted A/B testing across creatives, audiences and ad formats to improve campaign efficiency.
- Automated campaign reports using Python and Looker Studio and prepared performance recommendations for regional teams.

E-commerce Specialist - Part-time

Mar 2016 - Apr 2017

Jumia E-commerce - Egypt

- Executed paid search and social media campaigns to drive marketplace traffic and sales.
- Managed daily advertising budgets and bid adjustments with a focus on ROAS and sales efficiency.
- Analyzed campaign, website and sales performance using Google Analytics and Excel.
- Applied content and omnichannel insights to support customer retention and repeat-purchase performance.

EDUCATION

Professional Diploma in Digital Marketing

Information Technology Institute

Bachelor's Degree in Statistics and Marketing

Cairo University - Egypt

PROFESSIONAL DEVELOPMENT

Professional Diploma in Data Analytics & Visualization

- Python, Pandas and NumPy for data cleaning, transformation and analysis.
- Power BI, Tableau and data visualization for interactive performance dashboards.
- SQL including joins, aggregations and query optimization; DAX and Power BI data modeling.

Mastering Digital Marketing in an AI World

- Omnichannel paid strategy across Meta, TikTok, Snapchat, LinkedIn, Google and app marketplaces.
- AI-assisted content planning, social listening, paid-search simulations and keyword research.

TECHNICAL SKILLS

Paid Media: Meta Ads, TikTok Ads, Snapchat Ads, LinkedIn Ads, Google Ads, YouTube

Analytics & BI: GA4, GTM, Power BI, Looker Studio, Tableau, BigQuery, SQL

Data & Automation: Power Query, DAX, n8n, APIs, Python, Pandas, NumPy

Mobile Measurement: Adjust, AppsFlyer

Optimization: Media planning, budget allocation, A/B testing, CPA, CPI, CTR, ROAS, LTV

Content & Social: Content strategy, social media planning, advertising copy, scripts, content adaptation, social listening