

Fady Fared

Senior Performance Marketing Specialist | GCC Market Expert | E-commerce & EdTech Growth
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SUMMARY

Performance marketing professional with 4+ years of experience — including 3 years specializing in the GCC market. Proven track record managing high-budget paid acquisition campaigns across Meta, Google, TikTok, and Snapchat, delivering measurable business growth for e-commerce and EdTech brands. Expert in full-funnel strategy, CRO, tracking infrastructure, and B2C/B2B lead generation. Currently driving paid growth at Aanaab, one of the region's leading EdTech platforms.

EXPERIENCE

Senior Performance Marketing Specialist | [Aanaab](#) | Saudi Arabia — Remote *Aug 2025 – Present*

- Lead paid acquisition across B2C and B2B funnels on Google Ads, Meta, TikTok, and LinkedIn.
- Manage monthly advertising budget allocation across channels to maximize ROI and minimize CAC.
- Build and oversee B2B lead generation campaigns targeting educational institutions across KSA.
- Design and implement high-converting landing pages and optimize full-funnel conversion rates.
- Set up and maintain comprehensive tracking via Google Tag Manager and Google Analytics 4.
- Build performance dashboards and deliver regular reporting against KPIs to Growth Marketing Director.

Performance Media Buyer Manager | [AZADA \(formerly GoAraby\)](#) | UAE — Remote *Jul 2023 – Mar 2026*

- Planned and executed full-funnel paid campaigns across Meta, Google Ads, Snapchat, and TikTok for e-commerce brands in the GCC market.
- Managed high-budget B2C acquisition strategies with consistent 5–10x ROAS across managed accounts.
- Conducted website UX audits and implemented CRO improvements to boost conversion rates.
- Led client strategy meetings and developed monthly advertising roadmaps and scaling plans.
- Reduced customer acquisition costs through continuous funnel optimization and creative testing.

Senior Media Buyer | [Taif Al-Almas Trading Company](#) | Saudi Arabia — On-site *Sep 2022 – Jul 2023*

- Created and scaled performance campaigns across Google, Snapchat, TikTok, and Meta.
- Designed conversion-driven ad creatives with native tone and local GCC relevance.
- Supported brand authority development through content strategy and blog writing.

Media Buyer | [mediaBubble](#) | Remote

Mar 2022 – Aug 2022

- Managed digital campaigns and media buying operations across multiple platforms.
- Oversaw copy development and platform A/B testing.

Junior Media Buyer | [10D Digital Marketing Agency](#) | Cairo, Egypt

Nov 2021 – Apr 2022

- Planned and executed social media campaigns and negotiated media rates.
- Tracked ROI performance and delivered campaign reports.

Digital Marketing Specialist | **OTM Marketing Agency** | Cairo, Egypt Nov 2020 – Nov 2021

- Conducted market research, managed social media content, and supported multi-channel campaigns.

TECHNICAL SKILLS

Ad Platforms: Google Ads (Search, Display, PMax, Shopping, YouTube) · Meta Ads · Snapchat Ads · TikTok Ads · LinkedIn Ads

Analytics & Tracking: GA4 · Google Tag Manager (GTM) · Meta Pixel · Conversion APIs (CAPI) · Stape · Microsoft Clarity

E-commerce Platforms: Salla · Zid · Shopify · WordPress · WooCommerce

Optimization: CRO · A/B Testing · Full-Funnel Design · Landing Page Optimization · UI/UX Feedback

Reporting & Tools: Google Data Studio · Google Merchant Center · Email Marketing · Lead Gen Automation

CERTIFICATIONS

- Google Digital Marketing & E-commerce Professional Certificate
- Google Ads — Search, Display, Apps & Shopping Certifications
- Digital Marketing Nanodegree — Advanced Track (Udacity)
- Facebook Ads & Copywriting for Real Estate (Udemy)
- SEO & Digital Marketing (HubSpot Academy)
- LinkedIn Marketing Solutions Certificate
- Edraak: Managing Paid Digital Campaigns

EDUCATION

Bachelor of Commerce | **Assiut University** | Assiut, Egypt

May 2018

LANGUAGES

Arabic — Native **English** — Intermediate (B2)

Available for remote & international performance marketing roles