

ESLAM ALI SHABAN

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SUMMARY

Performance Marketing Specialist & Media Buyer (Google – Meta – TikTok – Snapchat) with 10+ years of experience in ROI-focused campaigns across multiple B2C sectors.

Skilled in ROAS optimization, CPA reduction, and full-funnel execution using GA4, Pixel, CAPI, GTM, and UTM tracking.

Experienced in education, hospitality, F&B, and fragrance industries, with strong capability in scaling budgets, improving Google Maps visibility, and managing online reviews.

EDUCATION

Zagazig University | *Bachelor in Social Work*

Zagazig | **2008 - 2012**

Technical Skills

- **Paid Media Platforms** Meta, Google, TikTok, Snapchat, LinkedIn
- **Tracking & Analytics** GA4, GTM, Pixel, CAPI, UTM
- **Campaign Optimization** ROAS, CPA, A/B Testing, Retargeting
- **Funnel Strategy & Landing Pages** Full-Funnel Planning, Scaling, CRO, Offer Positioning
- **Marketing Tools** Google Business Profile, Looker Studio, Semrush (Basic), Hotjar
- **Brand Presence** Google Maps Optimization, Local SEO (Maps Ranking), Review Management
- **Collaboration** Working with Designers, Content Teams, Product Teams

WORK EXPERIENCE

Private Group of B2C Brands

Saudi Arabia | **2022 – Present**

Media Buyer & Digital Marketing Consultant

- Managed performance campaigns across education, hospitality, F&B, and fragrance sectors with consistent ROAS and CPA improvements.
- Davli Resort & Residence: Achieved 17x ROAS and increased conversion rate by 35% through optimized Meta + Google funnels.
- Al Bayan & Hajar Al Yamamah Schools: Generated SAR 1M revenue from SAR 40K ad spend (20x ROAS combined).
- Latest intake campaign produced SAR 500K revenue from SAR 20K spend (25x ROAS).
- 9grams: Increased monthly online orders by 40% through improved targeting and retargeting structures.
- Patchouli: Boosted brand awareness by 60% in 90 days, improving ad recall substantially.
- Implemented advanced tracking systems: GA4, CAPI, Pixel, GTM, UTM for accurate attribution and optimization.
- Enhanced Google Maps presence and managed online reviews to strengthen local reputation.
- Collaborated with design and content teams to align visual and performance goals.

Alfakhera Company for Textile and Gents Tailoring
Digital Marketing Manager

Saudi Arabia | **2019 – 2022**

- Led multi-platform strategy across Meta, Google, Snapchat, and Twitter with complete funnel optimization.
- Directed Saudi Foundation Day campaign generating SAR 25M from SAR 1M ad spend (25x ROAS).
- Owned brand identity development in collaboration with content and creative teams.
- Executed SMS and push notification campaigns aligned with seasonal sales cycles.
- Produced weekly performance reports based on Google Analytics insights.
- Enhanced audience segmentation and optimized creative variations to improve retention rates.

Al Mothalath Co. for Moving, Storage & Cleaning
Digital Marketing Specialist

Saudi Arabia | **2017 – 2019**

- Managed full digital presence: website, social media, branding, and paid campaigns.
- Led a small team (designer + content writer) ensuring unified messaging.
- Improved Google Maps visibility, increasing inbound calls and visits by 30%.
- Ran Google and Meta campaigns optimized for conversions.
- Monitored KPIs and adjusted targeting based on analytics insights.

Freelancer – (Vodafone Egypt Project)
Media Buyer

Egypt | **2015 – 2017**

- Managed Meta ad campaigns focused on engagement and brand visibility.
- Provided creative and content direction based on data.
- Analyzed performance and delivered actionable recommendations.
- Ensured strict compliance with Vodafone's branding and audience policies.

BT Home Group – Egypt
Digital Marketing Specialist | 2010 – 2014

- Managed website operations and Meta ad campaigns.
- Increased ad performance by 20% through structured optimization.

LANGUAGES

- Arabic: Native (100%)
- English: Very Good (Reading & Writing) – Currently improving speaking skills

CERTIFICATIONS

- Google Analytics - Google
- Digital Marketing - Google
- Appreciation Certificates from: Alfakhera, Al Mothalath, BT Home Group
- ICDL Certification