OMAR FOUAD

Growth Marketing Manager | Performance Marketing | AI & Marketing Automation

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PROFESSIONAL SUMMARY

Growth Marketing Manager with **6+ years** driving sustainable revenue growth across **B2B and e-commerce** through full-funnel optimisation, marketing automation, and data-driven experimentation. Passionate about building scalable systems that move beyond manual optimisation, leveraging **AI and automation** to create measurable business impact across MENA markets.

Core tools: Google Ads · Meta Ads · TikTok Ads · Shopify · Zoho CRM · HubSpot · Salesforce · n8n · Zapier · Make.com · Power BI · GA4 · Looker Studio · Claude · ChatGPT · Semrush · Ahrefs

KEY ACHIEVEMENTS

— Scaled revenue by **150%** through integrated growth strategy combining paid acquisition, CRM automation, retention programs, and customer lifecycle optimisation
— Led cross-functional team of **9 specialists** (designers, videographers, data analysts, brand managers) managing **AED 11M annual budget** across growth initiatives
— Built automated customer lifecycle system with smart lead qualification, nurturing workflows, and retention campaigns **reducing churn by 35%** and **increasing LTV by 45%**
— Developed Power BI dashboards providing C-suite real-time visibility into full-funnel metrics: CAC, LTV, retention rate, and revenue attribution
— Achieved **60% organic traffic growth** through content-led acquisition strategy, SEO optimisation, and strategic partnership development

PROFESSIONAL EXPERIENCE

Growth Marketing Manager | Full-Funnel Growth Lead | DUBIMED, Dubai
Nov 2024 — Present

— Lead cross-functional growth team of **9 specialists** (designers, videographers, data analysts, brand managers) owning end-to-end customer journey from acquisition to retention
— Manage **AED 11M annual growth budget** allocated across paid acquisition (40%), content/SEO (25%), retention programs (20%), and lifecycle marketing (15%) achieving **30% YoY revenue growth**
— Built AI-powered customer lifecycle automation with smart lead qualification, behavioural segmentation, and personalised nurturing workflows reducing sales cycle by **40%** and improving conversion by **30%**
— Developed **Power BI dashboards** providing C-suite real-time visibility into full-funnel metrics including CAC, LTV, retention rates, and multi-channel attribution
— Implemented customer segmentation strategy analysing purchase patterns and behaviour to identify high-value audiences, improving campaign targeting efficiency by **28%**
— Spearheaded content-led growth initiatives including influencer partnerships, strategic collaborations, and community building increasing brand engagement by **25%** across MENA markets
— Optimised paid acquisition through **AI bidding strategies** (Google AI, Meta Advantage+) reducing CPA by **35%** while maintaining **4.5:1 ROAS**
— Developed and executed comprehensive digital marketing strategies across Google Ads, Meta, TikTok, Snapchat, SEO, email, and influencer partnerships aligned with business objectives
— Oversee brand positioning, messaging, and creative development ensuring consistency across all customer touchpoints
— Present marketing performance, insights, and strategic recommendations to C-suite through detailed analytics dashboards

Growth Marketing Specialist | E-Commerce Scaling | DUBIMED, Dubai
Nov 2022 — Nov 2024

— Launched Shopify platform achieving **150% revenue growth** through integrated paid, organic, and lifecycle marketing strategies
— Built **10+ automated customer journey workflows** in Zoho CRM with lead scoring, nurturing, and multi-touch attribution reducing churn by **30%**
— Grew organic traffic by **60%** through SEO and content strategy while optimising paid campaigns (AED 500K+ monthly) reducing CAC by **25%**
— Analysed customer cohorts by acquisition source identifying high-LTV segments, enabling data-driven budget reallocation improving overall marketing ROI by **28%**
— Implemented retention campaigns including email automation and personalised recommendations increasing repeat purchase rate by **35%**
— Coordinated with product, sales, and customer success teams ensuring aligned go-to-market strategies
— Optimised website conversion funnels improving overall conversion rate by **30%** through UX improvements and A/B testing

Digital Marketing Executive | Skyline Media, Dubai

Oct 2020 — Nov 2022

— Managed integrated growth campaigns (AED 200K+ monthly) across paid, content, and partnerships achieving **27% traffic growth** and **120% engagement increase**

— Built influencer partnership program generating **AED 250K+ annual revenue** while reducing CAC by **22%** through brand advocacy

— Achieved first-page SEO rankings for **20+ competitive keywords** creating sustainable organic acquisition channel complementing paid efforts

Digital Marketing Executive | Bahgat Expert IT Consultancy, Dubai

Aug 2019 — Oct 2020

— Increased organic traffic by **35%** through SEO and content strategy while reducing paid acquisition costs by **25%**

— Executed multi-channel campaigns (SEO, Google Ads, email, social) driving **50+ qualified appointments monthly** with 30% conversion improvement

CORE COMPETENCIES & TECHNICAL EXPERTISE

Growth Strategy & Analytics:	Customer lifecycle management, cohort analysis, multi-touch attribution, A/B testing, conversion optimisation, Google Analytics 4, Power BI, Looker Studio
Marketing Automation:	Zoho CRM, Salesforce, HubSpot, Zapier, Make.com, n8n, API integrations, webhook workflows, automated customer journeys, email & SMS automation
AI & Prompt Engineering:	Claude (Anthropic), ChatGPT, prompt engineering for marketing automation, predictive customer segmentation, LLM-powered workflow design
Paid Acquisition:	Google Ads (Search, PMax, Shopping, Demand Gen), Meta Ads, TikTok Ads, Snapchat Ads, LinkedIn Ads, Google AI bidding, Meta Advantage+
Organic Growth:	Technical SEO, Semrush, Ahrefs, Google Search Console, content strategy, backlinking, influencer partnerships, social media management
E-Commerce & Platforms:	Shopify, WooCommerce, Magento, CRM customisation, lead scoring, CRO, customer journey mapping, landing page optimisation
Leadership & Management:	Team management (9 specialists), cross-functional collaboration, vendor & agency management, budget ownership (AED 11M+), C-suite reporting

CERTIFICATIONS

— Professional Diploma in Digital Marketing — DMI, 2024 | AI-Powered Performance Ads — Google, 2023

— Google Ads Search Professional — Google, 2023 | Zoho CRM Plus CX Workshop — Zoho, 2023

— Advanced Google Analytics — Google, 2020 | Semrush SEO Toolkit — Semrush, 2021

Education: Bachelor of Science in Computer Science & Statistics — Alexandria University, Faculty of Science, 2019

Volunteering: Instructor, HackerRank Campus Club (Web Dev Track) 2018—19 · Intern, JA Worldwide (Entrepreneurship) 2018 · Head of Logistics, 3ommar Science Team 2016

Languages: English (Fluent), Arabic (Native)   **Visa:** UAE Resident | **Driving License:** Valid UAE