

YOUSSEF MOSTAFA

Senior Performance
Marketing Manager

CONTACT

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Open to Remote & Relocation
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CORE EXPERTISE

- Performance Marketing
- Media Buying & Bidding
- Lead Generation (B2B / B2C)
- Funnel & CRO Strategy
- Campaign Scaling
- Market & Competitive Analysis
- Attribution & Tracking

AD PLATFORMS

- Meta Ads Manager
- Google Ads & YouTube
- TikTok Ads
- Snapchat Ads
- LinkedIn Ads

ANALYTICS & TOOLS

- GA4
- Google Tag Manager
- Looker Studio
- Meta CAPI
- Salla • Zid • Shopify • WP

LANGUAGES

Arabic — Native
English — Professional

EDUCATION

B.Sc. Agricultural Sciences
Ain Shams University — Egypt
2016 — 2020

PROFESSIONAL SUMMARY

Senior performance marketing leader with **7+ years** scaling brands across **Saudi Arabia, the UAE, and Egypt**. Proven record managing monthly ad budgets exceeding **SAR 600K** across Meta, Google, TikTok, Snapchat, YouTube, and LinkedIn. Expert in full-funnel B2B and B2C strategy — from market analysis and creative testing to attribution, CRO, and scaling. Hands-on with Salla, Zid, Shopify, and WordPress.

SAR 600K+

Monthly Budgets

SAR 5M

Annual Budget Managed

SAR 135M

Annual Revenue Supported

7+ Years

GCC & Egypt

EXPERIENCE

Senior Performance Marketing Consultant — Multiple Clients - GCC & Egypt

Sept 2020 — Present

- Lead end-to-end performance strategy for healthcare, education, and e-commerce brands targeting **KSA, UAE, and Egypt**.
- Manage monthly paid budgets **exceeding SAR 600K** across Meta, Google, TikTok, Snapchat, and LinkedIn.
- Built full-funnel acquisition systems combining creative testing, audience segmentation, and CRO — driving consistent **CPL reduction and ROAS lift**.
- Set up GA4, GTM, server-side tracking, and Looker Studio dashboards for one source of truth across paid, organic, and CRM.
- Conduct market and competitor research to unlock new audience segments and creative angles.

Digital Marketing Supervisor — Andalusia Hospitals Group

GCC Markets

- Owned healthcare paid media across GCC, aligning campaigns with patient acquisition KPIs.
- Reduced **cost per lead by 25%** via funnel restructuring, audience refresh, and creative iteration.
- Partnered with sales, operations, and clinical teams to ensure marketing output matched real intake capacity.

Performance Marketing Specialist — Delta Medical Laboratories / Education Clients

KSA & Egypt

- Ran multi-platform acquisition campaigns with strict ROI tracking and weekly optimization cycles.
- Lifted **conversion rate by 20%** through landing page tests, audience refinement, and bid strategy changes.
- Delivered executive performance reporting with clear next-step recommendations.

FEATURED CASE STUDY

Delta Medical Laboratories — KSA. Led Google Ads campaigns contributing **65%+ of revenue performance**, managing a **SAR 5M annual budget** and supporting achievement of a **SAR 135M annual revenue target** through strategic optimization, keyword expansion, and creative innovation.

NOTABLE CLIENTS

- Andalusia Hospitals
- Saudi German Hospitals
- Delta Medical Labs
- Almentor
- Mastery Academy
- Al Majal Tech
- The Only
- Chauffeur