



PORTFOLIO

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VOLUME 01

ABOUT

01.



PERFORMANCE MARKETING & E-COMMERCE GROWTH SPECIALIST

I DON'T JUST RUN ADS; I BUILD SCALABLE GROWTH ENGINES. SPECIALIZED IN THE APPAREL & STREETWEAR INDUSTRY, I TRANSFORM AD SPEND INTO SUSTAINABLE REVENUE THROUGH RIGOROUS DATA ANALYSIS AND HIGH-CONVERTING CREATIVE TESTING. MY MISSION IS SIMPLE: SCALING YOUR BRAND AND TURNING EVERY DOLLAR SPENT INTO A MEASURABLE BUSINESS RESULT.



Ads results

Case Study: 9X ROAS for Clothing Brand

- Challenge: Zero sales despite active content.
- Strategy: Implemented a Creative Testing Framework to find the "Winning Ad" and scaled it efficiently while preparing backups to avoid ad fatigue.
- Ad Spend: 5,000 EGP
- Total Revenue: 45,000 EGP
- Results: 60+ Orders | 9X ROAS

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|---------------------------------|---|---------------------------------|---------------------|--------------------------------|-----------------------------------|
| النقر خلال 7 يوم أو المشاهدة .. | ج.م. ٥,٣٩٢,٩٥٠ إجمالي المبلغ الذي تم ... | 1,27 لكل حساب بمركز الحسا... | 171,068 الإجمالي | 134,613 حساب بمركز الحسابات | إجمالي النتائج تم عرض 1/صف وا> |
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WORK

02.

"Turning Visibility into Profit: Our Scaling Up Journey"

WE STARTED WITH A DEFINED TESTING BUDGET, FOCUSING ON CREATING ENGAGEMENT AND UNDERSTANDING MARKET FIT.

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| المبلغ الذي تم إنفاقه ج.م. ٤٦٤,٧٦ | مبادرات تم بدؤها عبر الرسائل ١٧٤ | المشاهدون ١٣,٥٨٣ | المشاهدات ١٩,٠٧٣ |
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AS ENGAGEMENT GREW, WE REFINED OUR TARGETING TO REACH HIGHER-INTENT CUSTOMERS, RESULTING IN MORE CONVERSATIONS.

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| المبلغ الذي تم إنفاقه ج.م. ٥٦٢,٦٧ | مبادرات تم بدؤها عبر الرسائل ٢٧٧ | المشاهدون ٧,٦٠١ | المشاهدات ١٤,٠٤٣ |
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1. **KEY STRATEGY EXECUTION:**
- INITIAL ENGAGEMENT FOCUS.
 - HIGH-INTENT CONVERSATIONAL ADS.
 - STRATEGIC BUDGET SCALING FOR MAX REVENUE.

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| المبلغ الذي تم إنفاقه ج.م. ١,٧٧٨,٧٠ | مبادرات تم بدؤها عبر الرسائل ٦٥٠ | المشاهدون ٦٣,٤٧٩ | المشاهدات ٨٣,٩٠٨ |
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05.

Thank
you!

