

OMAR OTHMAN

Performance Marketing Manager | Media Buyer | Graphic Designer

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PROFESSIONAL SUMMARY

Passionate about driving digital success and seeking a dynamic role as a Digital Marketing Specialist. Experienced in social media management, content marketing, paid acquisition, media buying, creative testing, funnel analysis, conversion optimization, tracking and technical marketing tools. Focused on data-driven campaigns, optimized online presence, measurable growth and staying ahead of industry trends.

SELECTED PERFORMANCE HIGHLIGHTS

- \$5M+ revenue generated
- \$250K+ ad spend managed
- 245x peak ROAS
- 25x average ROAS
- 10K+ leads generated
- 1,000+ campaigns worked on
- +15 agents, +2,500 leads and +3,000 conversions for Glasshouse Creatives
- +850 purchases for Taager
- +1,500 conversions for EZZ Marketing Solutions
- +1,200 leads for Topaz
- Top 10% of sales representatives at WE

PROFESSIONAL EXPERIENCE

Performance Marketing Manager | Glasshouse Creatives — US | 2026-Present

- Developed acquisition strategies, supported agent deal generation, and followed up on campaign performance and conversion quality.
- Results: +15 agents; +2,500 leads; +3,000 conversions.

Performance Media Buyer | Taager | 2026-Present

- Managed growth campaigns for product sales across dropshipping and sponsorship initiatives, focusing on profitable acquisition and purchase volume.
- Result: +850 purchases.

Performance Media Buyer | EZZ Marketing Solutions | 2025-2026

- Built and optimized performance campaigns for donation acquisition, with a focus on conversion growth and efficient media buying.
- Result: +1,500 conversions.

Marketing Manager | Growth Plus — KSA | 2023-2026

- Managed paid acquisition and performance marketing across the Saudi market, combining campaign strategy, creative testing, tracking and optimization.
- Result: \$5M++ revenue generated.

Media Buyer | Topaz | 2019-2021

- Grew lead-generation campaigns through audience testing, campaign optimization and performance monitoring.
- Result: +1,200 leads.
- Create and manage marketing budgets, ensuring efficient allocation of resources and optimizing ROI.
- Oversee market research to identify emerging trends, customer needs and competitor strategies.

CORE SKILLS

Performance Marketing • Media Buying • Growth Strategy • Creative Testing • Conversion Optimization • Lead Generation • E-commerce • Analytics • Tracking • Funnel Optimization • Campaign Scaling • Reporting • Project Management • Public Relations • Teamwork • Time Management • Leadership • Effective Communication • Critical Thinking • Internet Research Skills — Very Good • Marketing and Digital Support Skills • Content Marketing • Social Media Management and Marketing • Campaign Tracking and Analysis • Email Marketing and Automation • Adaptive Multitasking • Strategic Problem-Solving • Effective Communication Across Teams

PLATFORMS, SOFTWARE & TECHNICAL TOOLS

Meta Ads (Facebook & Instagram) • Google Ads • TikTok Ads • Snapchat • LinkedIn • GA4 • Google Tag Manager • Meta Pixel • Conversions API (CAPI) • Server-Side Tracking • Microsoft Clarity • GoHighLevel • Zoho CRM • Zoho Books • Zoho Social • Odoo • MaxPanel • Adobe Photoshop • Adobe Illustrator • Adobe After Effects • Adobe Premiere Pro • Canva • ICDL • Software & Hardware • AI Projects • ChatGPT / GPT • Google Gemini • Claude • ElevenLabs

CERTIFICATIONS & TRAINING

- Advanced Digital Marketing (Udacity & Google)
- Google Digital Marketing & E-commerce Professional Certificate
- HubSpot Social Media Certification
- Zoho CRM & Social Proficiency
- AWS Cloud Practitioner Essentials
- ISO 9001 Quality Management Systems Associate
- Foundations of Business & Entrepreneurship (Skills Front)
- Essential Skills Program (NBE)
- International Computer Driver's License (ICDL)
- Bassem Magdy Advanced Course
- Qotb Advanced Course

EDUCATION

Helwan University — Faculty of Law | LL.B. / Law | 2014-2018

Accounting & Marketing Professional Coursework | 2020-2021 | Bachelor of Commerce; Bachelor of Strategic Marketing

LANGUAGES

English — Very Good (Reading, Writing, Speaking, Listening) | Arabic — Basic

PERSONAL SKILLS

Adaptive Multitasking: Demonstrated ability to efficiently manage and excel in multiple projects simultaneously; skilled at prioritizing tasks, allocating resources effectively and maintaining productivity under tight deadlines.

Strategic Problem-Solving: Proven aptitude for identifying and resolving challenges with a strategic mindset, using analytical thinking and creativity to overcome technical and marketing obstacles.

Effective Communication Across Teams: Strong interpersonal and communication skills, facilitating seamless collaboration across diverse teams and translating complex ideas into clear, actionable plans.

PROFESSIONAL PROFILE / CONTACT

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References available upon request.