

OMAR OTHMAN

PERFORMANCE MARKETING • MEDIA
BUYING • GROWTH

OMAR OTHMAN

Performance Marketing Portfolio 2026

Graphic Design • E-commerce •
Tracking • Analytics

A clean, evidence-led portfolio
covering paid acquisition, e-
commerce, lead generation, tracking,
analytics, creative testing and the
complete professional profile.

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PROFILE

Performance Marketing Manager & Media Buyer

Performance-focused marketer with hands-on experience across paid acquisition, e-commerce, lead generation, social media, media buying, creative testing, tracking and analytics. The professional profile also includes accounting, administration, customer service and graphic design experience from the updated CV.

\$5M+

Revenue generated

\$250K+

Ad spend managed

245x

Peak ROAS

25x

Average ROAS

10K+

Leads generated

1,000+

Campaigns worked on

Core strengths

Performance Marketing

Media Buying

Growth Strategy

Creative Testing

Conversion Optimization

Lead Generation

E-commerce Analytics

Tracking

Funnel Optimization

Campaign Scaling

Reporting

Positioning

Focused on paid acquisition, conversion optimization, tracking and data-driven growth across KSA, GCC, the US and local markets.

Meta • TikTok • Snapchat • Google Ads • LinkedIn • GA4 • MaxPanel • Tracking • Adobe Photoshop • Illustrator • After Effects • Premiere Pro • AI Projects

STACK & PROCESS

Platforms & tools

Meta Ads • Google Ads • TikTok Ads • Snapchat • LinkedIn • GA4 • Google Tag Manager • Meta Pixel • Conversions API • Server-Side Tracking • Microsoft Clarity • GoHighLevel • Zoho CRM • Zoho Books • Zoho Social • Odoo • MaxPanel • Photoshop • Illustrator • After Effects • Premiere Pro • Canva • AI Projects

How I work

1. **Audit** — Review funnel, tracking, campaigns, creatives and current performance.
2. **Strategy** — Define audiences, offers, funnel structure, KPIs and testing priorities.
3. **Launch** — Test creatives, audiences, placements and offers.
4. **Optimize** — Cut waste, improve conversion and scale winners.
5. **Scale** — Increase spend strategically while protecting efficiency and tracking.

High-Scale Purchase Campaign

Scaled purchase campaigns with budget, creative and performance optimization. The featured dashboard shows \$31K+ in spend and \$4.52M in purchase value.

Campaigns													
Maximum: Oct 20, 2022 - Nov 20, 2025													
Columns: عمرو													
Breakdown													
Off / On	Campaign	Budget	A...	Deliv...	Amount spent	Purchases conversion...	Results ROAS	Results	Cost per result	Purchases	In-a	purc	
☐		\$3,500.00	—	Off	\$6,777.83	\$11,418.69	1.68	353	\$19.20	353			
☐		Daily	—	Off	\$4,956.74	\$6,331.10	1.28	.160	\$30.98	.160			
☐		Using ad set bu...	—	Off	\$19,351.77	\$4,505,633.09	232.83	2,348	\$8.24	2,348			
☐	الموية	Using ad set bu...	—	Off			Value, Purchase	Website purchases	Per Purchase				
	Results from 3 campaigns				\$31,086.34	\$4,523,382.89	145.51	2,861	\$10.87	2,861			
					Total spent	Total	Value, Purchase	Website purchases	Per Purchase	Total			

\$31,086

Spend

\$4.52M

Purchase value

145.51x

ROAS

Campaign evidence — the image is presented as the visual evidence for this case study. All figures shown above are taken from the portfolio data.

Saudi Acquisition & Scaling

Purchase-focused Snapchat campaigns with ongoing creative and campaign optimization. The dashboard records more than \$25K in spend, \$417K in purchase value and 563 purchases.

Manage Ads

To Do

سponsored[2101816] (new)

تاجر الكادوكس

Saved Views

Amount Spent
\$25,462.12

Total Purchase Value
\$417,613.11

Purchase ROAS (Return on Ad Spend)
16.40

Purchases
563

Clicks
31,474

All Ads

Delivering Ads

Recommendations

Click to search or add filter

Campaigns

Ad Sets

Ads

Drafts

Create Campaign

View Selected

Edit

Delete

Columns

Reports

Breakdown

Upload

Download

☐	Name	Status	Delivery Status	Objective	Amount Spent	Purchases Value Total	Purchase ROAS (Return on Ad Spend)	Purchases Total
☒		Not Delivering Campaign is inactive	Sales	\$2,157.14	\$78,349.44	36.32	168	
☒		Not Delivering Campaign is inactive	Sales	\$5,768.48	\$187,994.61	32.59	231	
☒		Not Delivering Campaign is inactive	Sales	\$12.18	\$68.44	5.62	2	
☒		Not Delivering Campaign is inactive	Sales	\$35.65	\$600.59	16.85	7	
☒		Not Delivering Campaign is inactive	Sales	\$9.81	\$0.00	0	0	
☒		Not Delivering Campaign is inactive	Sales	\$8.06	\$186.27	23.11	1	
☒		Not Delivering Campaign is inactive	Sales	\$126.93	\$1,021.50	8.05	23	
☒		Not Delivering Campaign is inactive	Sales	\$119.97	\$1,166.47	9.72		

Smart Assistant

\$25,462

Spend

\$417,613

Purchase value

16.40x

ROAS

Campaign evidence — the image is presented as the visual evidence for this case study. All figures shown above are taken from the portfolio data.

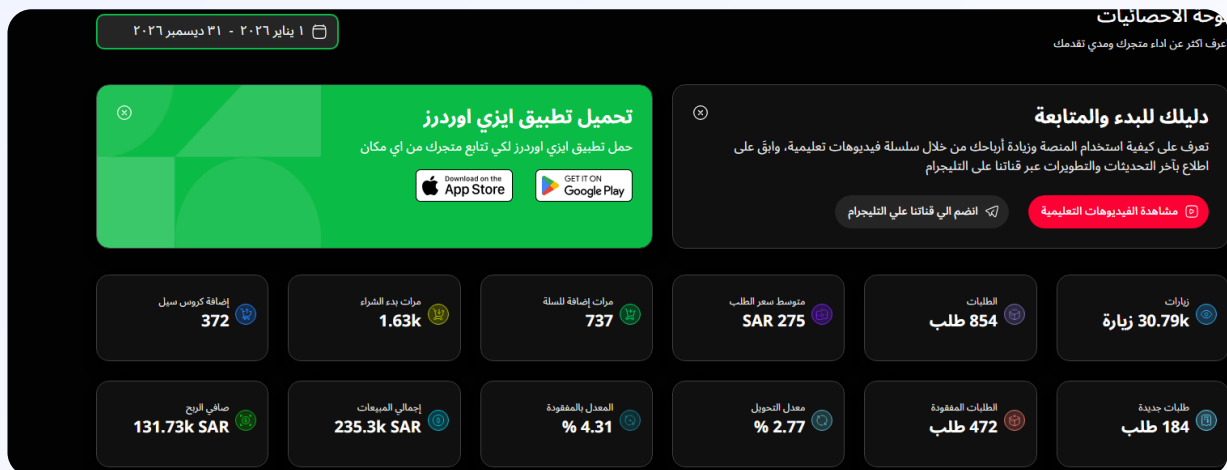
TikTok Ads Manager											
Campaigns											
Search & filter (0) Tips: Search by name, ID, settings, metrics, or other filters											
Jun 1, 2026 – Jun 14, 2026											
Custom Columns											
Breakdown											
Campaign	On/off	Name	Status	Cost	Impressions	Clicks (destination)	CTR (destination)	Purchases (website)	Purchase value (website)	Purchase ROAS (lead)	Payment completion ROAS (website)
Ad group		2.5-7C مقرون وافي فاني 4 NC Scale	Paused Campaign passed	3.45 USD	3,225	27	0.84%	0	0.00 USD	0.00	0.00
Ad		2C مقرون وافي فاني 4 NC Scale	Active	8.64 USD	5,372	54	1.01%	2	93.26 USD	0.00	10.79
Management		SA010403PROJ99 المنظر الطبيعية ...	Paused Campaign passed	10.02 USD	18,040	92	0.51%	0	0.00 USD	0.00	0.00
Split test		برماتكو عارض المنظر الطبيعية Traffic	Paused Campaign passed	5.31 USD	6,470	56	0.87%	0	0.00 USD	0.00	0.00
Bulk export/Import		2C مقرون وافي فاني 4 NC Scale	Active	67.59 USD	29,134	334	1.15%	20	7931.76 USD	0.00	117.35
Automated rules		Scaling مقرون وافي فاني 4 SA01040...	Paused Campaign passed	715 USD	2,075	23	1.11%	0	0.00 USD	0.00	0.00
Label		مقرون وافي فاني 6 SA0103S20099	Paused Campaign passed	85.95 USD	35,413	566	1.60%	33	1,647.36 USD	0.00	19.17
View report		مجاز الخلف المروج الكوراني، ديكسي SA0...	Paused Campaign passed	23.02 USD	12,478	35	0.28%	0	0.00 USD	0.00	0.00
		مقرون وافي فاني 4 SA010403L0X10...	Paused Campaign passed	113.65 USD	61,118	652	1.07%	47	2,343.58 USD	0.00	20.62
		تصوير الجيب الحديثة SA0103A00099	Paused Campaign passed	64.49 USD	25,181	200	0.79%	12	766.55 USD	0.00	11.89
		التيونس لشدة البشرة 15 مل - New	Paused Campaign passed	115.01 USD	98,617	820	0.83%	20	908.44 USD	0.00	7.90
		معالج لبيل التيونس لشدة البشرة 15 مل - NP	Paused Campaign passed	181.44 USD	99,277	1,069	1.06%	43	1,945.87 USD	0.00	10.72
		لبيل التيونس لشدة البشرة 15 مل - New	Paused Campaign passed	0.00 USD	0	0	0.00%	0	0.00 USD	0.00	0.00
		م- ريشاني لبيل التيونس لشدة البشرة 15 مل	Paused Campaign passed	0.00 USD	0	0	0.00%	0	0.00 USD	0.00	0.00
		موقد سبراميك ذكي متفقد الوظائف SA0...	Paused Campaign passed	0.00 USD	0	0	0.00%	0	0.00 USD	0.00	0.00
Total of 15 campaigns				685.72 USD	396,400	3,928	0.99%	177	15,636.83 USD	0.00	22.80

177
Purchases

05

Full-Funnel Performance Monitoring

Built and monitored the purchase funnel from visits and cart activity through checkout and orders, using performance data to identify drop-offs and optimization opportunities.



30.79K

Visits

854

Orders

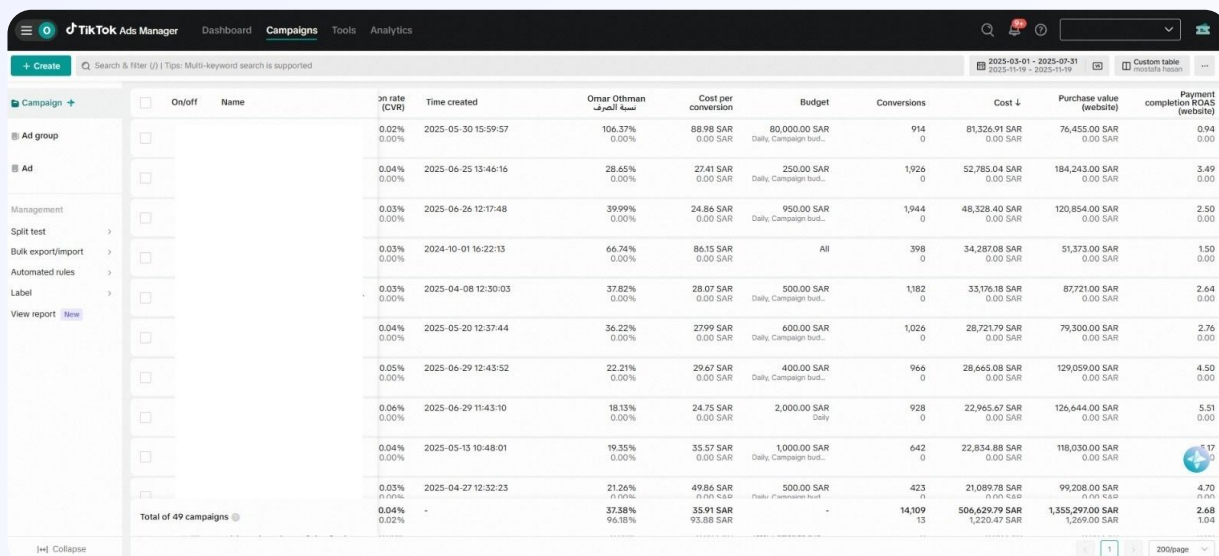
131.73K SAR

Net profit

Campaign evidence — the image is presented as the visual evidence for this case study. All figures shown above are taken from the portfolio data.

Multi-Campaign Performance Management

Managed and optimized multiple TikTok campaigns across different products and objectives, using cost, conversion, purchase value and ROAS data to guide decisions.



Campaign	On/off	Name	Conversion rate (CVR)	Time created	Omar Othman	Cost per conversion	Budget	Conversions	Cost	Purchase value (website)	Payment completion ROAS (website)
Ad group			0.02% 0.00%	2025-05-30 15:59:57	106.37% 0.00%	88.98 SAR 0.00 SAR	80,000.00 SAR Daily Campaign bud...	914 0	81,326.91 SAR 0.00 SAR	76,455.00 SAR 0.00 SAR	0.94 0.00
Ad			0.04% 0.00%	2025-06-25 13:46:16	28.65% 0.00%	27.41 SAR 0.00 SAR	250.00 SAR Daily Campaign bud...	1,926 0	52,785.04 SAR 0.00 SAR	184,243.00 SAR 0.00 SAR	3.49 0.00
Management			0.03% 0.00%	2025-06-26 12:17:48	39.99% 0.00%	24.86 SAR 0.00 SAR	950.00 SAR Daily Campaign bud...	1,944 0	48,328.40 SAR 0.00 SAR	120,854.00 SAR 0.00 SAR	2.50 0.00
Split test			0.03% 0.00%	2024-10-01 16:22:13	66.74% 0.00%	86.15 SAR 0.00 SAR	All	398 0	34,287.08 SAR 0.00 SAR	51,373.00 SAR 0.00 SAR	1.50 0.00
Bulk export/import			0.03% 0.00%	2025-04-08 12:30:03	37.82% 0.00%	28.07 SAR 0.00 SAR	500.00 SAR Daily Campaign bud...	1,182 0	33,176.18 SAR 0.00 SAR	87,721.00 SAR 0.00 SAR	2.64 0.00
Automated rules			0.04% 0.00%	2025-05-20 12:37:44	36.22% 0.00%	27.99 SAR 0.00 SAR	400.00 SAR Daily Campaign bud...	1,026 0	28,721.79 SAR 0.00 SAR	79,300.00 SAR 0.00 SAR	2.76 0.00
Label			0.05% 0.00%	2025-06-29 12:43:52	22.21% 0.00%	29.67 SAR 0.00 SAR	400.00 SAR Daily Campaign bud...	966 0	28,665.08 SAR 0.00 SAR	129,059.00 SAR 0.00 SAR	4.50 0.00
View report			0.04% 0.00%	2025-06-29 11:43:10	18.13% 0.00%	24.75 SAR 0.00 SAR	2,000.00 SAR Daily	928 0	22,965.67 SAR 0.00 SAR	126,644.00 SAR 0.00 SAR	5.51 0.00
			0.04% 0.00%	2025-05-13 10:48:01	19.35% 0.00%	35.57 SAR 0.00 SAR	1,000.00 SAR Daily Campaign bud...	642 0	22,834.88 SAR 0.00 SAR	118,030.00 SAR 0.00 SAR	5.17 0.00
			0.03% 0.00%	2025-04-27 12:32:23	21.26% 0.00%	49.86 SAR 0.00 SAR	500.00 SAR Daily Campaign bud...	423 0	21,089.78 SAR 0.00 SAR	99,208.00 SAR 0.00 SAR	4.70 0.00
Total of 49 campaigns			0.04% 0.02%	-	37.38% 96.18%	35.91 SAR 95.88 SAR	-	14,109 13	506,629.79 SAR 1,220.47 SAR	1,355,297.00 SAR 1,289.00 SAR	2.68 1.04

49

Campaigns shown

14,109

Conversions shown

2.68x

ROAS

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EXPERIENCE

Hands-on growth experience.

Professional experience combining performance marketing, media buying, administration, account management, social media, technical support, sales and graphic design.

2026 — PRESENT

Performance Marketing Manager

Glasshouse Creatives — US

Developed acquisition strategies, supported agent deal generation, and followed up on campaign performance and conversion quality.

+15 agents • +2,500 leads • +3,000 conversions

2026 — PRESENT

Performance Media Buyer

Taager

Managed growth campaigns for product sales across dropshipping and sponsorship initiatives, focusing on profitable acquisition and purchase volume.

+850 purchases

2025 — 2026

Performance Media Buyer

EZZ Marketing Solutions

Built and optimized performance campaigns for donation acquisition, with a focus on conversion growth and efficient media buying.

+1,500 conversions

2023 — 2026

Performance Marketing / Growth

Growth and acquisition responsibilities — Growth+ for Marketing

Performance marketing, campaign optimization, social media and broader marketing support.

2025 — 2026

Media Buyer / Administrative

Ezz For Marketing Solutions SA

Planned, negotiated and executed media buying strategies across digital channels; managed advertising budgets and team performance.

Additional professional experience.

2023 — 2026

Marketing / Administrative

Growth+ Marketing Agency SA

Marketing and administrative responsibilities supporting business operations and campaign execution.

2023 — PRESENT

Accountant — Account Manager

Maddah Marketing Agency SA

Customer relationships, account support and operational responsibilities.

2019 — 2021

Social Media Specialist

Tobaz EGY

Social media and marketing support, campaign execution and performance monitoring.

Feb 2022 — 2023

Technical Support Representative

Vodafone Egypt

Jun 2021 — 2022

Inbound Sales Representative

Vodafone Egypt

Jun 2013 — PRESENT

Freelance Graphic Designer

Freelance

Creates creatives using Adobe Photoshop, Illustrator, After Effects and Premiere Pro.

EDUCATION & TRAINING

Bachelor of Law

Faculty of Law, Helwan University — 2014–2018

Accounting & Marketing

Professional coursework — 2020–2021

Google Digital Marketing & E-commerce

Professional Certificate

Advanced Digital Marketing

Udacity & Google

HubSpot Social Media

Social Media Certification

Zoho CRM & Social

Professional proficiency

AWS Cloud Practitioner Essentials

Cloud training

ISO 9001 Quality Management Systems

Associate training

Foundations of Business & Entrepreneurship

Skills Front

Essential Skills Program

NBE

International Computer Driver's License

ICDL

Bassem Magdy Advanced Course

Advanced Course

Qotb Advanced Course

Advanced Course

Complete professional profile.

Skills

Project Management

Public Relations

Teamwork

Time Management

Leadership

Effective Communication

Critical Thinking

Internet Research Skills — Very Good

Marketing & Digital Support Skills

Content Marketing

Social Media Management & Marketing

Campaign Tracking & Analysis

Email Marketing & Automation

Adaptive Multitasking

Strategic Problem-Solving

Personal Skills

Adaptive Multitasking: Efficiently manages multiple projects, prioritizes tasks and maintains productivity under tight deadlines.

Strategic Problem-Solving: Identifies and resolves challenges with analytical thinking and creativity across technical and marketing work.

Effective Communication Across Teams: Translates complex ideas into clear actionable plans and supports collaboration.

Software

Meta, TikTok, Snapchat, Google Ads, LinkedIn, GA4, MaxPanel, Tracking, Adobe Photoshop, Illustrator, After Effects, Premiere Pro, AI Projects, Zoho Books, Zoho Social, Zoho CRM, Odoo, Canva, GoHighLevel, Google Tag Manager, Meta Pixel, CAPI, Server-Side Tracking, Microsoft Clarity, ICDL.

Languages

English — Very Good (Reading • Writing • Speaking • Listening)

Arabic — Basic

Selected CV responsibilities

- Planned, negotiated and executed media buying strategies across multiple digital channels.
- Managed large-scale advertising budgets, maximizing performance and minimizing costs through precise targeting.
- Led, mentored and managed a high-performing marketing team.
- Monitored brand consistency across marketing channels and materials.
- Strategized and executed social media campaigns to amplify brand visibility and engagement.
- Used Zoho Books, Social and Zoho CRM to analyze performance and streamline customer relationship management.
- Managed and optimized paid advertising campaigns to boost website traffic and lead generation.

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

CONTACT

Have a growth target?

Let's build the acquisition strategy, tracking setup and optimization system behind the goal.

Contact

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+20 155 658 8895

Cairo, Egypt

Professional profiles

LinkedIn • omar-othman-0090b6220

Facebook • facebook.com/share/1DNkLyueES/

References are available upon request.

PORTFOLIO RESOURCES

Live campaigns • Reviews • Before / After

Dedicated website areas are available for fresh campaign snapshots, daily posts, verified client reviews including video testimonials, and before/after campaign comparisons.

PRIVACY & PROTECTION

No analytics database, ad trackers or personal-data collection are intentionally embedded in this static portfolio. The note form does not store submissions. Images are displayed for portfolio presentation only.

Protection controls are best-effort deterrents. No website can technically prevent screenshots or copying with 100% certainty.