

Ahmed Khaled

Performance & Growth Marketer (E-commerce / D2C)

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Summary

Performance & Growth Marketer with 4+ years of experience scaling e-commerce and D2C brands across the GCC, specializing in fashion and accessory brands built around customization and personalization. Skilled in managing multi-platform paid acquisition (Meta, Google, TikTok, Snapchat) and full-funnel strategy, with strong measurement foundations in GA4, GTM, and Meta CAPI. Combines performance marketing, funnel optimization, and data-driven decision-making to deliver sustainable, profitable growth — not just short-term spikes. Has managed millions in ad spend across brand and client accounts, consistently driving strong ROAS.

Professional Experience

Performance Marketing Lead, *VONTO*

04/2026 – Present

Dubai, UAE

- Own performance marketing and growth strategy across Meta, Google, TikTok, and Snapchat for VONTO's luxury leather goods, accessories, and fragrance collections, driving acquisition for a premium, personalization-led D2C brand.
- Run structured testing across creative angles, audiences, and offers to improve conversion rate and reduce cost of acquisition.
- Manage tracking and measurement setup (GA4, GTM, Meta CAPI) to strengthen attribution accuracy and guide budget decisions.
- Partner cross-functionally on retention and lifecycle campaigns to grow repeat purchase rate and customer lifetime value.

Performance Marketing Lead, *2SEASONS*

05/2025 – 03/2026

Abu Dhabi, UAE

- Owned performance marketing and growth strategy across Meta, Google, TikTok, and Snapchat for a GCC luxury e-commerce brand specializing in high-ticket, personalized travel bags.
- Scaled profitable campaigns through structured testing (creative angles, landing pages, offers, audiences), improving conversion rate (CVR) by 15–30%.
- Optimized the e-commerce funnel and store experience to reduce purchase friction, increasing average order value (AOV) by 10–20%.
- Built and optimized retention initiatives (VIP offers, personalized email/SMS/WhatsApp journeys), contributing 15–25% of revenue from lifecycle channels.
- Reported performance insights via GA4 and Looker Studio, translating high-value customer behavior into actionable next tests.
- Managed budget allocation and channel mix across AED 40K–80K in monthly ad spend to sustain profitable scaling.

Performance Marketing Lead, *B360 Watch*

04/2024 – 03/2025

Dubai, UAE

- Led performance marketing and growth across Meta, Google, TikTok, and Snapchat for a luxury watch brand known for hand-painted artistic timepieces and limited-edition collections in the GCC market.
- Built and scaled full-funnel acquisition campaigns, improving ROAS through continuous creative and audience testing.

- Implemented tracking and measurement (GA4, GTM, Meta CAPI) to sharpen attribution and guide campaign decisions.
- Partnered with founders on offer positioning and landing page optimization to support premium price points and brand exclusivity.

Education

Bachelor of Commerce (BCom), Marketing Management, *Tanta University*

08/2019 – 07/2023
Egypt

Core Skills

Paid Acquisition Meta Ads, Google Ads (Search/Shopping/PMax), TikTok Ads, Snapchat Ads	Optimization Full-funnel strategy, creative testing, audience segmentation, offer & funnel optimization, CRO, budget scaling
Analytics & Tracking GA4, GTM, Looker Studio, Meta CAPI, pixels/events, attribution & reporting	E-commerce & Retention Shopify, WordPress, Klaviyo, Mailchimp, lifecycle flows (email/SMS/WhatsApp)
Growth Growth marketing, performance marketing, content strategy, A/B testing, market & competitor research	Also Skilled In SaaS growth marketing, mobile app marketing, SEO, creative strategy & direction

Certifications & Advanced Training

- Ezra Firestone – Smart Ecommerce** , *Smart Marketer*
- Elevr Community** , *Elevr Community*
- Advanced Performance Marketing, Behavioral Marketing Psychology** ,
Mindshift Academy & Mindworx Academy
- Deliberate Startup, Growth Loops, Measuring Growth** , *Reforge & CXL*
- Facebook Ads Attribution & Tracking Trinity (FAATT) Framework,** *Depesh Mandalia*
- Google Analytics & Tag Manager Proficiency** , *Measure School*
- Google Tag Manager Mastery,** *Analytics Mania*
- Marketing Management** , *CXL*
- SAAS GAME** 

Languages

Arabic Native	English Advanced
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