AHMED TAREK

Digital Marketing Specialist & Performance Marketing Manager

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PROFESSIONAL SUMMARY

Results-driven Digital Marketing Specialist and Performance Marketing Manager with over 5 years of experience specializing in paid acquisition, lead generation, and conversion rate optimization. Proven track record of managing high-budget multi-channel campaigns across Meta, Google, and Tik Tok for the healthcare and automotive sectors in the UAE and regional markets. Combines deep expertise in audience targeting, CRM automation, and marketing analytics (GA4, Meta Pixel) with technical proficiency in designing high-converting landing pages to maximize ROI and lower acquisition costs.

PROFESSIONAL EXPERIENCE

American Aesthetic Medical Center | UAE

2025 - Present

Digital Marketing Specialist

- Planned and executed digital acquisition strategies to increase bookings for medical aesthetic services.
- Managed high-budget digital campaigns across social media channels to maximize brand visibility and patient leads.

Arya Clinic | UAE

2025 - Present

Digital Marketing Specialist

- Developed and optimized digital marketing initiatives specifically tailored for medical specialties to increase patient acquisition.
- Analyzed user journeys and improved digital marketing funnels to maximize return on investment (ROI).

Value Poly Clinic | UAE

2025 - Present

Digital Marketing Specialist & Performance Marketing Manager

- Direct the full paid-media and performance-marketing cycle for multi-specialty healthcare services, driving significant increases in patient acquisition and clinic bookings.
- Plan, launch, and optimize high-budget multi-channel paid media campaigns across Meta, Google, and Tik Tok, managing sophisticated audience targeting, budget distribution, and conversion tracking.
- Develop and optimize high-converting landing pages and responsive user journeys using WordPress, Elementor Pro, and Figma, specifically tailored for medical specialties to maximize ad conversion rates.
- Implement advanced tracking architectures and marketing automation workflows, utilizing Meta Pixel, GA4, n8n, and WhatsApp Business API to ensure accurate performance reporting and instant lead follow-up.

Car Clinic Garage | UAE

2025 - Present

Marketing Manager

- Lead the comprehensive marketing function for a major automotive service provider, directing promotional strategy, digital media buying, and team management to increase service bookings.
- Manage and coordinate the internal marketing team to execute full-funnel content strategies, paid campaign launches, and lead generation initiatives.
- Oversee performance tracking and marketing analytics, optimizing user acquisition flows and streamlining the merchant dashboard experience to support automotive service operations.

Noor Almamzar Medical Center | UAE
2024 - 2025

Digital Marketing Specialist

- Led digital marketing efforts and paid media strategies for the clinic to enhance patient reach.
- Tracked conversion rates and lead quality, optimizing campaigns targeting the UAE healthcare market.

Pharco Pharmaceuticals | Egypt & Libya
2020 - 2024

Digital Marketing Specialist

- Developed and executed regional B2B marketing and product positioning strategies for a diverse pharmaceutical portfolio across the Egyptian and Libyan markets.
- Conducted in-depth market research and competitor analysis to guide audience targeting and optimize territory-specific promotional campaigns.
- Collaborated closely with sales and healthcare professionals to align marketing collateral with clinical data, ensuring effective product communication and brand visibility.
- Managed promotional activities, gathered market intelligence at medical conferences, and utilized data-driven feedback to refine marketing strategies and drive market share growth.

Popper Business Solutions | Cairo, Egypt
Nov 2020 - Oct 2021

Performance Marketing & Lead Generation Specialist

- Managed end-to-end lead generation and outreach marketing campaigns targeting the competitive USA real estate market.
- Optimized customer acquisition pipelines by engaging prospective clients, identifying their needs, and converting marketing inquiries into qualified sales opportunities.
- Tracked campaign performance and lead quality metrics, continuously refining targeting and messaging strategies to improve ROI and conversion rates.
- Maintained detailed CRM records and coordinated closely with real estate teams to schedule viewings, ensuring a seamless transition from marketing lead to sales conversion.

CORE COMPETENCIES / SKILLS

- **Strategic Planning:** Marketing Strategy, Media Planning, Content Planning, Campaign Strategy, Funnel Development
- **Paid Media & Advertising:** Meta Ads, Google Ads, Tik Tok Ads, Budget Allocation, Audience Targeting, Media Buying
- **Performance & Optimization:** Lead Generation, Conversion Rate Optimization (CRO), A/B Testing, ROI & CPA Optimization
- **Tracking & Analytics:** Google Analytics 4 (GA4), Meta Pixel, Google Tag Manager (GTM), Performance Reporting
- **Marketing Management:** Healthcare Marketing, Automotive Marketing, CRM Integration, Team Leadership, Lead Follow-up Strategies

EDUCATION

Business Development Institute
2024

Diploma of Business Development

Cairo University
2016 - 2020

Bachelor of Science

LANGUAGES

- **Arabic:** Native
- **English:** Professional
- **German:** Conversational