

Ahmed Ibrahim
Marketing Manager

Portfolio 2026

Marketing Growth & Performance Portfolio

Performance Marketing • Brand Development • Lead Generation • Business Growth

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Marketing & Growth Manager

Portfolio 2026

Executive Summary



Experience

8+ Years of experience leading marketing, business growth, performance campaigns and cross-functional teams.



Industries

Healthcare, Education, E-Commerce, Agencies, and Professional Services across Saudi Arabia, Lebanon, and Egypt.



Core Expertise

Performance Marketing
Lead Generation
Marketing Strategy
Brand Development
Business Growth

How I Drive Business Growth

Business Understanding

Understanding business goals, market position, customer needs, and growth opportunities before building any marketing strategy.

1

Market & Audience Analysis

Analyzing target audiences, customer behavior, competitors, and market trends to identify high-impact opportunities.

2

Strategy & Planning

Developing performance-driven marketing strategies aligned with business objectives, KPIs, and growth targets.

3

Execution & Optimization

Managing campaigns, monitoring performance, optimizing results, and improving ROI through continuous testing and analysis.

4

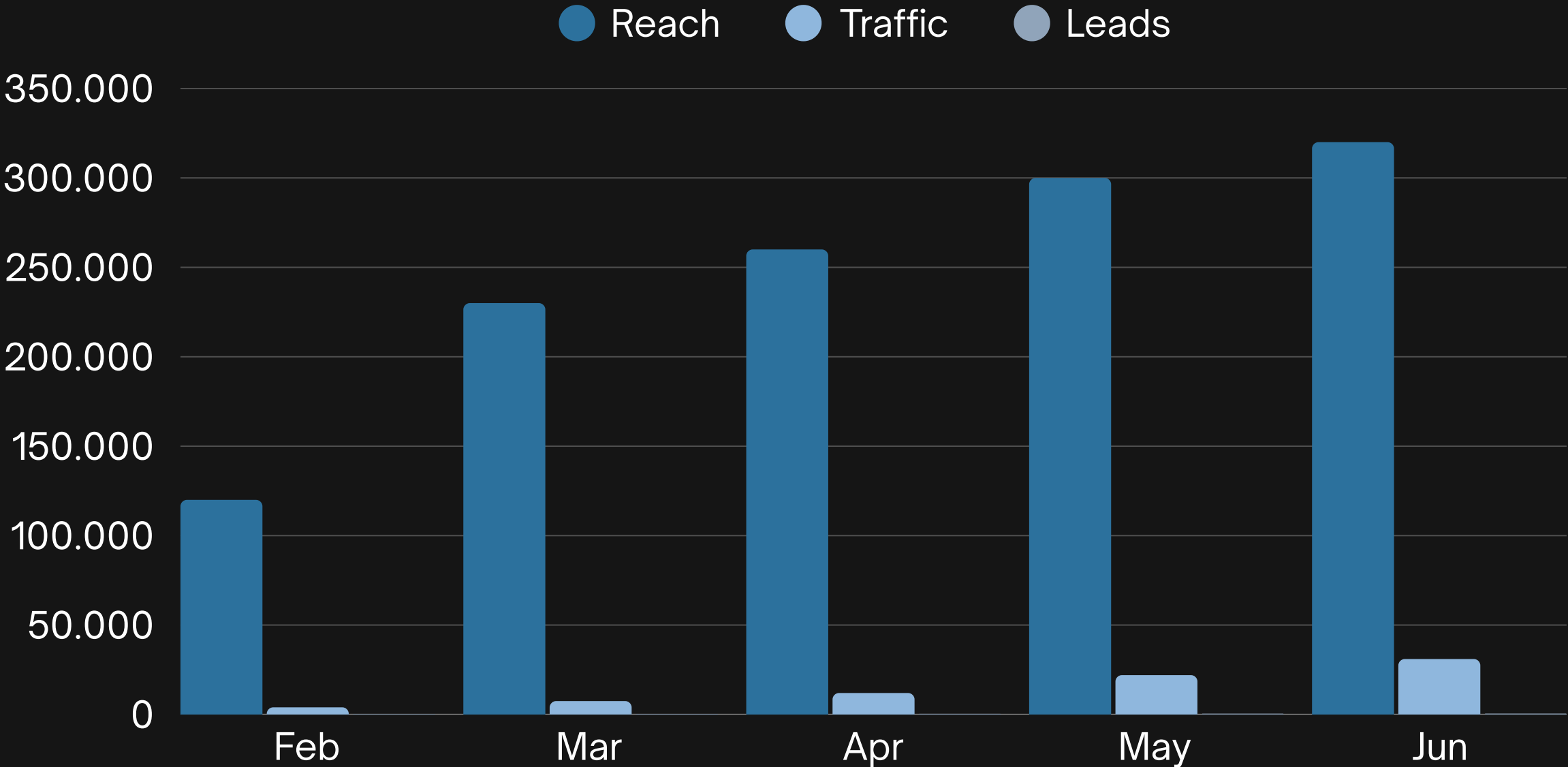
Invictus Fighter Academy



Invictus Fighter Academy

Marketing Performance & Growth Overview

A combat sports academy focused on building brand awareness, generating qualified leads, and increasing student enrollments through performance-driven marketing strategies.



434K+

Reach

34K+

Website Clicks

\$2.47

Average CPL

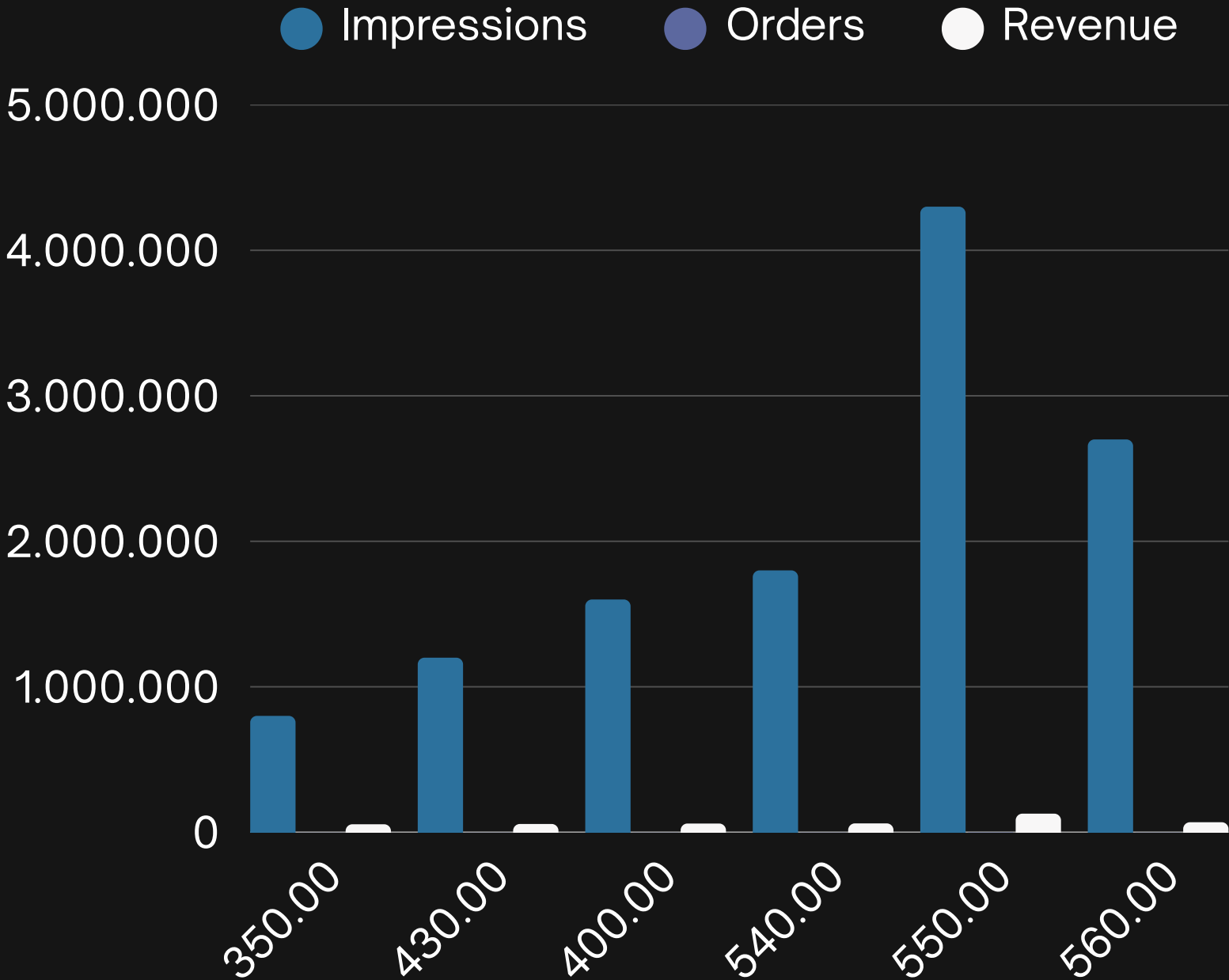
LINK STORE



LINK STORE

E-Commerce Growth & Performance Overview

A Saudi-based mobile accessories brand focused on driving online sales, increasing customer acquisition, and improving conversion performance through data-driven marketing strategies.



5.2M+

Impressions

2,850+

Orders

SAR 485K+

Revenue



COMMA Creative Solutions

Agency Operations & Digital Project Leadership

Led digital projects, managed cross-functional teams, coordinated client communications, and ensured successful project delivery across multiple industries and business sectors.

50+
Projects Delivered

95%
On-Time Delivery Rate

60+
Clients Managed

World of Business



World of Business

Business Development & Digital Operations

Contributed to business development,
digital operations, customer acquisition,
and marketing initiatives to support
organizational growth and operational efficiency.

35%

Business Growth

35+

Projects

120+

Clients Served

Tools & Platforms

Advertising

- Meta Ads
- Google Ads
- Snapchat Ads
- TikTok Ads

Analytics

- GA4
- GTM
- Meta Pixel
- Looker Studio

CRM & Automation

- HubSpot
- Zapier
- n8n
- WhatsApp API

Project & Team Management

- Notion
- ClickUp
- Trello

Web & E-Commerce

- WordPress
- WooCommerce
- Shopify
- Elementor

Ahmed Ibrahim
Marketing & Growth Manager

Contact Information



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Thank you for your time.

I look forward to discussing how my experience in performance marketing, business growth, and digital strategy can contribute to your organization's success.

