



HESHAM KHAMIS

Performance Marketing Media Buyer & SEO

Open for work!

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Egypt - Remote for Egypt & KSA

Languages.

Arabic

English

10+ Years in performance marketing

4 Ad platforms managed

13 Subsidiaries in one consulting engagement

2 Markets Egypt & KSA

PROFILE

Performance marketing consultant with 10+ years running paid media on Google, Meta, TikTok, and Snapchat, plus technical SEO, for e-commerce and content brands in Egypt and Saudi Arabia. I build full conversion tracking with GTM, GA4, and Meta Pixel / CAPI so every campaign is measured, then **scale ad spend against clear ROAS targets**. Hands-on with Saudi e-commerce platforms Salla and Zid.

EXPERIENCE

Independent Performance Marketing Consultant

10+ years - Now

Freelance · Egypt & Saudi Arabia (Remote)

- Planned and managed paid campaigns on **4 ad platforms** (Google, Meta, TikTok, Snapchat) across real estate, e-commerce, tourism, and digital-product launches, scaling budgets toward the highest achievable ROI.
- Built conversion tracking with GTM, GA4, Meta Pixel & Conversions API, and structured UTMs, so budget decisions were based on tracked conversions and ROAS.
- Led technical SEO audits and growth roadmaps for e-commerce and marketplace brands, fixing crawl-budget, indexation, and metadata issues to improve search visibility.
- Delivered a mixed-scope consulting engagement for **Hadab**, a Saudi multi-industry group with **13 subsidiaries**, covering Salla website development, team management, and SEO.
- Ran paid media, tracking, and SEO for Saudi Salla stores including **LUB Store** (gaming digital products) and **Al Berwaaz** (art & music merchandise).

SEO Specialist

~3 years

Saudi e-commerce brand, water treatment sector · Remote

- Owned organic search performance for the brand's online store, documenting measurable revenue contribution through Google Search Console and Google Analytics.
- Ran keyword research, on-page optimization, and technical fixes to grow visibility for water-treatment product searches in the Saudi market.

SKILLS & TOOLS

PAID MEDIA

- Google Ads
- Meta Ads Manager
- TikTok Ads
- Snapchat Ads
- Budget Scaling
- ROAS & Funnel Optimization

TRACKING

- Google Tag Manager
- GA4
- Meta Pixel & CAPI
- UTM Structuring
- Search Console

SEO

- Technical Audits
- Keyword Research
- On-Page SEO
- Crawl Budget & Indexation
- Metadata

E-COMMERCE

- Salla
- Zid
- WordPress
- WooCommerce

INDUSTRIES

Real Estate

E-commerce

Tourism

Digital Products

Water Treatment

Multi-industry Holdings

Gaming & Digital Goods

Art & Merchandise