

ABANOUB FAHIM

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SUMMARY

Skilled Digital Marketing & Partnerships Specialist with 4+ years of expertise spanning media buying, affiliate marketing, and KOL management. Highly skilled in scaling user acquisition, managing CPA networks, and leveraging data analytics to optimize performance. Seeking to leverage hands-on publisher and agency experience to drive global affiliate growth.

WORK EXPERIENCE

Digital Marketing Manager | Nomad Goal Sdn. Bhd.

APR 2026 – AUG 2026

- Spearheaded affiliate, KOL, and social commerce strategies across MENA/APAC, driving scalable user acquisition and ROI.
- Directed cross-functional teams to align paid media, conversion funnels, and landing pages with overarching partnership KPIs.

Senior Media Buyer | Scaleb Media Agency

JAN 2026 – JUL 2026

- Managed high-budget TikTok and Meta acquisition campaigns, rigorously optimizing for CPA, CPS, and ROAS.
- Implemented advanced attribution (pixels, postbacks) and scaled revenue via A/B testing of creatives and traffic placements.

Digital Marketing Specialist | The Art of Tailoring

NOV 2025 – JAN 2026

- Executed localized performance marketing and creator-led campaigns to drive high-quality lead generation.
- Continuously scaled campaigns by monitoring data to reduce acquisition costs and maximize overall ROI.

Digital Marketing Specialist | OXY ADVERTISING

APR 2025 – NOV 2025

- Managed \$32K+ USD monthly ad spend across Google, Meta, and TikTok, scaling performance channels and inbound lead flow.
- Configured complex tracking architecture (GTM, Analytics) for flawless attribution alongside technical SEO optimization.

Digital Marketing Specialist | ALIOMAR

AUG 2023 – MAR 2025

- Executed ROI-focused paid campaigns (Meta, LinkedIn, Google Ads), increasing B2B/B2C lead volume by 30%.
- Monitored traffic quality and optimized bids/placements to meet target CPAs while managing SEO to drive growth.

Web Developer, SEO and Content Writer | DEMAS FOR CONTRACTING

OCT 2021 – DEC 2022

- Developed conversion-optimized landing pages and executed technical SEO audits to resolve crawlability and improve lead flow.

Affiliate Marketing Publisher | Self-Employed

OCT 2017 – PRESENT

- Operated as a direct publisher (MaxBounty, ClickDealer) generating thousands of high-quality, conversion-driven leads.
- Executed end-to-end media buying, specializing in offer selection, traffic quality control, and ROI optimization.

KEY SKILLS

- **Partnerships & Affiliates:** Affiliate Marketing Management, KOL & Influencer Management, Social Commerce, Publisher Relations, B2B Partnerships, CPA/CPS/CPL Models, Offer Sourcing.
- **Performance Marketing:** User Acquisition (UA), Media Buying (TikTok, Meta, Google Ads), Search Engine Marketing (SEM), Growth Marketing, Funnel Optimization, ROAS & CPA Optimization.
- **Tracking & Analytics:** Attribution Modeling, Pixel/Postback Tracking, Google Tag Manager (GTM), Google Analytics, Marketing KPIs.
- **Technical & AI Tools:** Canva, Photoshop, CapCut, Semrush, Ahrefs, ChatGPT, Claude, Gemini, Manus AI, MCPs Integration, AI-Based Workflows.
- **Professional Skills:** Cross-functional Leadership, Negotiation, Analytical Thinking, Problem-Solving, Adaptability, Data-Driven Decision Making.

EDUCATION

Bachelor's Degree in Information Systems, October 6 University

JUL 2023

CERTIFICATES

Advanced Digital Marketing Nanodegree, Udacity by Egypt FWD

JUN 2022

Google Ads Search Certification, Google Skillshop

JAN 2026

The Propeller Ads Media Buying Certification

APR 2026

LANGUAGE

• **ARABIC:** NATIVE SPEAKER

• **English:** Professional Working Proficiency (B2)