

NABIL KAMEL

Growth & Performance Marketing Lead | Marketing Analytics and Measurement | GA4, server-side GTM, Meta CAPI
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Egyptian national. Available now for remote roles as a contractor or via EOR. Visa sponsorship required for relocation.

SUMMARY

I make marketing spend traceable to real sales, then grow on it. I led international marketing for a 50+ employee company selling in 80+ countries, and built the measurement stack its decisions ran on. The growth came from converting better, not just from more traffic: a flagship Shopify store up 74% with conversion up 23%, and a EUR store up 41% while its traffic fell. Hands-on in GA4, server-side GTM, Meta CAPI, Klaviyo and Looker Studio.

EXPERIENCE

Performance Marketing and Tracking Consultant | Independent

Apr 2026 - Present · Remote

- Moon Time Dental Clinic (Egypt), Apr 2026 to present. Cut the clinic's cost per inquiry by about 55% against its earlier campaigns, across 14,330 WhatsApp and Messenger conversations, by testing UGC video against offer statics.
- Saudi boutique fitness group (10 Riyadh branches), Apr to Jun 2026. Gave the group one set of numbers across Google, Meta, TikTok and Snap: server-side tracking (GTM on Stape, Meta CAPI, Enhanced Conversions, TikTok and Snap APIs) built with deduplication so each sale counts once.
- Checked it live, not just installed: Meta, TikTok and Snapchat conversions firing server-side on the client's site.
- Wrote the Q2 paid media strategy, then took them from no paid media to 18 live campaigns on four platforms within the seven-week engagement: Google 7 (215 Arabic and English keywords), Meta 6, TikTok 3, Snap 2.
- Found a gap the client could use: none of six local competitors ran Conversions API on TikTok or Snap.

Marketing Leader (title confidential) | Confidential, international beauty company, 50+ employees

Sep 2025 - Aug 2026 · Remote

- Ran the company's marketing function remotely: a cross-functional team across design, PR, digital, analytics and operations, plus the budget and channel calls across three regions.
- Grew a flagship Shopify store's sales 74% year over year. The growth came from conversion as well as traffic: conversion rate up 23% to 4.14%, orders up 57%. One of 15+ stores I built and scaled in Europe and the US.
- Repeated it in Europe: a EUR store's sales grew 41% with conversion up 25% to 3.48% while sessions fell 10%. On another store, about 53% of sales was attributed to marketing, up 20%.
- Built the Klaviyo email flows. Email converted at 13.39% in a 30-day window on one store, ahead of Google Search at 11.59%.
- Grew engagement across a 130-distributor network in 80+ countries by 42%, through campaign and lifecycle work in Europe, the Middle East and North America.
- Owned the company's flagship international industry events end to end, including the ads behind them. The largest drew 180+ participants from 45 countries, a global audience for a 50+ person company. Event messaging campaigns brought in 1,175 conversations at about \$0.34 each.
- Built the measurement stack from scratch (Shopify, GA4, GTM, Meta CAPI, server-side tracking) so budget calls ran on one set of numbers instead of each platform's own count, and automated reporting with n8n, Make and ManyChat.
- Built GoHighLevel sites with their funnels, forms and CRM automations.

Head of Growth and Marketing Operations | Confidential, international beauty company, 50+ employees

Jul 2022 - Oct 2025 · Remote

- Cut reporting time about 60% by replacing manual reports with GA4, GTM and Meta CAPI tracking and automated dashboards, freeing the team's hours for campaign work.
- Gave leadership a weekly view they acted on, built from data that had been scattered across platforms.
- Lifted course sales 35% by restructuring the course campaigns.
- Grew new distributor leads 50% by reworking how distributors were acquired.

Freelance Media Buyer and Tracking Specialist | Upwork and Mostaq

2021 - 2023 · Remote

- Fixed tracking and ran paid media for ecommerce brands in seven countries (UK, France, US, KSA, UAE, Kuwait, Egypt), on Shopify and WooCommerce. Ran several accounts in parallel, audit through reporting.

EARLIER EXPERIENCE

Marketing Specialist, same company, 2022. Senior Media Buyer (contract), Learn With Faris, KSA, Mar 2022 to Jan 2024. Social and ecommerce campaigns for Taager and Tagerly, Egypt, 2021.

SELECTED PROJECT

Shopify tracking audit system (independent build). A tool that shows any Shopify store what its tracking misses: a Node and Playwright engine that detects GTM, GA4, Google Ads, Meta Pixel and CAPI, TikTok, Snapchat, Pinterest, LinkedIn, Microsoft UET, Klaviyo and Consent Mode, plus an Astro report app. Ran it on 35 stores across DTC brands. Every one had at least one tracking gap.

SKILLS

Leadership: Team leadership (cross-functional, remote), international marketing strategy, growth strategy, marketing operations, budget and channel allocation, brand and campaign strategy, international events

Marketing analytics: Looker Studio, Windsor.ai, cross-channel dashboards, funnel analysis, attribution and UTM governance, A/B testing and CRO

Measurement: GA4, Google Tag Manager (web and server-side, Stape), Meta Conversions API, Google Enhanced Conversions, TikTok Events API, Snap Conversions API, event_id deduplication, pixel and tag QA, Consent Mode

Paid media: Meta Ads including Advantage+ Shopping, Google Ads (Search, Shopping, Performance Max), TikTok Ads, Snapchat Ads, prospecting and retargeting structures, ROAS, CPA and CPL optimization

Ecommerce, automation and CRM: Shopify, WooCommerce, n8n, Make, Zapier, ManyChat, Klaviyo, GoHighLevel, HubSpot, Zoho

Languages: Arabic (native), English (fluent), Russian (beginner)

EDUCATION AND CERTIFICATIONS

BEd, Arabic language and literature, Banha University, 2019 - 2023

Udacity Digital Marketing Nanodegree. Coursera WordPress for Business.