



NEZAR KAMEL

Contact

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nezarkamel.com

Email

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Expertise

- 5+ Years Experience in Digital Marketing
- Performance Marketing
- Paid Ads (Google, Meta, Snapchat, TikTok)
- Campaign Strategy & Budgeting
- ROAS Optimization
- WhatsApp Lead Generation
- SEO & Conversion Tracking
- E-commerce Marketing
- Audience Targeting & A/B Testing
- Google Analytics & Clarity
- Multi-market Campaigns (KSA, UAE, Iraq, Oman, Türkiye)

Language

Arabic

English

WORK EXPERIENCE

Digital Marketing Manager & SEO Specialist

Nov 2020 – Present

Perfume Palace | Saudi Arabia

 perfumes-palace.com

At Perfume Palace, I have led the brand's digital transformation by enhancing the e-commerce platform and improving conversion rates. I directed the content strategy, ensuring high-quality product listings and SEO-optimized pages. Through data-driven advertising across Google Ads, Instagram, Snapchat, and TikTok, I consistently achieved a ROAS of 9:1, driving substantial growth in online revenue.

Digital Marketing Manager & SEO Specialist

Apr 2021 – Nov 2021

Fanoos Lighting | Saudi Arabia

 fanos.com.sa

I managed SEO and advertising campaigns that drove the brand's first-ever SAR 500,000 sales milestone. I also led a highly successful mobile app installation campaign, generating 6,939 installs across Android and iOS with promo-code-driven sales tracking. The cost per install reached as low as SAR 1.00 on iOS. The campaign's video creative reached over 28,000 views on YouTube, significantly boosting user acquisition and app engagement.

Digital Marketing Manager

May 2021 – Sep 2021

Rafal Store | Saudi Arabia

 rafal-nht.com

At Rafal Store, I planned and launched advertising campaigns across Google, Instagram, and Snapchat, achieving a ROAS of 8:1. During the Saudi National Day campaign, the volume of incoming orders exceeded fulfillment capacity, prompting the store owner to pause the ads—a testament to the campaign's overwhelming success.

Digital Marketing Manager

Oct 2022 – Present

My Code | Saudi Arabia

 mycodee.com

At MyCode, a platform for digital game codes and online credit top-ups, I managed Google and Instagram ad campaigns that achieved a ROAS between 30:1 and 35:1. Despite high competition, we maintained conversion costs between SAR 5-7, resulting in exceptional profitability and scale within the Saudi gaming market.

Digital Marketing Manager

Aug 2022 – Mar 2025

EUROPE ELEVATORS | Qatar

 europe-ele.com

As part of the Sewar Muscat client portfolio, I managed lead generation campaigns for EUROPE ELEVATORS using Google, Instagram, and Snapchat Ads. I implemented localized targeting strategies and continuous A/B testing to maintain consistent lead flow across B2B and B2C segments in Qatar.



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WORK EXPERIENCE

Digital Marketing Manager

Sep 2022 – Feb 2023

Al-Khanbashi Kitchen Supplies | Saudi Arabia

alkhanbasiksa.com

I oversaw digital campaigns for a high-ticket e-commerce store focused on restaurant and kitchen equipment. I scaled orders from 110 to over 350 per month, maintaining a ROAS between 11:1 and 17:1, with a cost per conversion between SAR 30 and 40—despite the store's premium pricing model.

Digital Marketing Manager

Oct 2022 – Apr 2025

Movement Time Fitness Club | Saudi Arabia

movementstime.com

At Movement Time Fitness Club, I manage digital advertising across Instagram, Snapchat, and TikTok with a focus on promoting seasonal memberships and fitness programs. In May 2025, I led a high-impact performance campaign with a total spend of SAR 10,431 across Instagram and Snapchat. The campaign generated SAR 302,300 in direct revenue and 268 confirmed orders, resulting in an outstanding ROAS of 28.9:1 and an average order value of over SAR 1,127. Compared to the same period in the previous year, performance improved by more than 25,000%, establishing the campaign as one of the most profitable in the brand's history. My role included full ownership of strategy, creative direction, platform management, and analytics.

Digital Marketing Manager & SEO Specialist

Oct 2022 – Present

Loudy Plus | Saudi Arabia

loudy-plus.com

I helped launch and establish LoudyPlus as a competitive brand in the inspired perfume market. From developing the brand identity to managing Google and Snapchat campaigns, I led efforts that achieved a ROAS of 10:1 and significantly increased monthly sales volume.

Digital Marketing Manager

Jan 2023 – Oct 2023

Xcape Muscat | Oman

xcapemuscat.com

For Xcape Muscat, a real escape room and VR entertainment center, I led customer acquisition campaigns on Google and Instagram. Strategic use of local targeting and mobile creatives led to a significant uptick in bookings and brand visibility, making it one of Muscat's top-rated leisure venues.

Digital Marketing Manager

Jan 2023 – Apr 2024

Lube Wash | Saudi Arabia

lubewash_sa

I executed a hyper-local Snapchat campaign for a Riyadh-based car wash and oil change center. We generated WhatsApp leads at a cost of SAR 5–7 per conversion. The client noted that the ad-driven call volume overwhelmed the dedicated business line due to the campaign's effectiveness.



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WORK EXPERIENCE

Digital Marketing Manager

Mar 2023 – Apr 2023

daw-store | Saudi Arabia



daw-store.com

At daw-store, a solar energy solutions provider, I executed Google and Instagram campaigns with a lean budget. We achieved a ROAS of 12:1 by focusing on high-intent local traffic and lead qualification for B2B and residential solar products.

Digital Marketing Manager

Mar 2023 – Jun 2023

Tena Cattery | Saudi Arabia



tenacattery.com

At Tena Cattery, I ran campaigns across Instagram, Snapchat, and Google for pet supply products. The campaigns achieved a ROAS of 12:1, with conversion costs ranging from SAR 12 to 15, and were praised by the client as one of their most successful digital initiatives.

Digital Marketing Manager

Mar 2023 – Sep 2023

Musafa | Oman



musafa-oman.com

At Musafa, a water filtration and pool system provider, I ran direct-call campaigns on Google Ads and WhatsApp campaigns via Instagram. A dedicated phone line for leads became saturated with calls, leading to consistent client praise and strong lead quality.

Digital Marketing Manager

Jul 2024 – Oct 2024

EZ Academy | Study in Türkiye



ez-academy.org

At EZ Academy, a Turkish-based education consultancy specializing in university admissions for international students, I managed Instagram advertising campaigns targeting Saudi Arabia, the UAE, and Iraq. The campaigns achieved high response rates with a cost per lead ranging between ₺40–₺60 (approximately \$1.25–\$1.90 USD). My strategy focused on localized messaging and high-conversion creatives, resulting in a consistent stream of qualified inquiries during the enrollment season.