Abdullah Mansour

DIGITAL MARKETING & GROWTH SPECIALIST

Full-Funnel Acquisition · Content Growth · SEO · Conversion & Analytics

Cairo, Egypt · +201043114352 · abdullahmansour.marketing@gmail.com
Portfolio: aimansour.com · LinkedIn: linkedin.com/in/aimansour · Military Status: Exempted

PROFESSIONAL SUMMARY

Digital marketing and growth specialist leading paid acquisition, content and search strategy for businesses in Egypt and the Gulf. Acquired 100 agency clients, managed 23 Google Ads accounts for Saudi service businesses, and grew an independent media venture to 3M+ views in under four months. Combines commercial strategy, campaign ownership and team leadership with technical execution and automation that improves delivery speed and service margins.

SELECTED ACHIEVEMENTS

- Acquired **100 clients** for Tahliq through a Meta Ads campaign generating 3,500 WhatsApp conversations at **US$6.70** in advertising spend per acquired client.
- Built Zone10's Google Search acquisition channel: **350+ people** contacted the business, and **6% became clients** over two months of active advertising.
- Developed an AI-assisted workflow used to deliver approximately **60 client websites**, reducing delivery from days to **around one hour** after receiving client information, including the CMS, analytics and launch.

PROFESSIONAL EXPERIENCE

Digital Marketing & Growth Specialist | Tahliq Digital Agency

January 2024 - Present · Project-based engagement · Remote

- Owned delivery for **20+ clients** across paid media, websites, SEO and measurement; built **200+ landing pages** supporting Google Ads campaigns and conversion goals.
- Managed four advertising accounts concurrently across Google Ads and Meta Ads, covering setup, budget allocation, creative direction, retargeting and optimization.
- Identified Egyptian business owners across all six GCC countries as an acquisition audience; developed the website, SEO and Google Ads offer and directed Meta video creative, targeting and optimization.
- Eliminated hosting costs and reduced domain purchase costs by **90%**; cut daily AI operating costs by **over 92%**, from US$100 to under US$8, through a shared system serving four users.
- Used Python and the Google Ads API to accelerate keyword research and account workflows; automated weekly client reporting and trained the team in AI-assisted research and delivery.

Digital Marketing Strategist | Digital Brandria

May - October 2025 · Full-time · Maadi, Egypt

- Partnered directly with the CEO on client strategy, proposals, pricing and feasibility; produced the market study behind a client's decision not to develop a proposed app in Al-Arish.
- Planned and oversaw Safarni's **US$5,000**, one-month awareness campaign targeting Egyptians in Egypt and the Gulf, generating millions of views across social platforms.
- Developed the strategy for Sky News Arabia presenter Youssef El Sherif and led a **five-person team** that **doubled average YouTube views within six weeks**; coached the presenter and enabled simultaneous livestreaming across platforms.
- Audited Google Ads accounts, websites and conversion tracking, identifying measurement and lead-quality assessment issues; resolved advertising-policy problems for beauty clinics.
- Used Semrush and Ahrefs for competitor and keyword research; created content pillars and SEO articles for Korraa (aesthetics) and Salamy (mental health), plus WordPress audits and on-page improvements.

SELECTED MARKETING PROJECTS

Zone10 | Paid Search & Customer Acquisition

- Built four Google Search campaigns and four dedicated landing pages for a Riyadh interiors and fit-out business, managing **SAR15,000+ / US$4,000+** in advertising spend.
- Combined search-intent research, negative keywords, tailored messaging, GA4, GTM and Clarity; paced campaign activity around the company's capacity to accept new projects.

Sorouh Eastern Contracting | Local SEO & Website Delivery

- Delivered **71 indexable pages** across 17 services and 10 cities; selected 16 service-and-city pages from 170 possible combinations based on demand, intent and commercial relevance.
- Built the content architecture, technical SEO and contact tracking, achieving an **Ahrefs Health Score of 100** with **zero audit errors**.

Elkhabar Bewodooh | Founder & Content Growth

- Grew an independent media venture to **3M+ cross-platform views** and **17K Facebook followers** in under four months, gaining entry to Meta's monetization program.
- Owned research, scripting, on-camera presentation and community management; refined hooks and pacing through retention analysis and automated publishing across six platforms at zero cost, saving **4+ hours** per active publishing day.

ADDITIONAL CLIENT ENGAGEMENTS

Direct Clients, Upwork & Mostaql

Delivered acquisition, website and SEO projects across Egypt, the Gulf and international markets, earning five-star ratings on Upwork and Mostaql.

CORE MARKETING COMPETENCIES

Paid Search & Social · Customer Acquisition · Audience & Competitor Research · Offer Development · Content Strategy · Conversion Optimization · Local & Technical SEO · Marketing Analytics · Feasibility Assessment · Team Leadership · Marketing Automation

TOOLS & MARKETING TECHNOLOGY

Advertising & Research:
Google Ads · Meta Ads Manager · Google Keyword Planner · Ahrefs · Semrush

Measurement & SEO:
GA4 · Google Tag Manager · Google Search Console · Microsoft Clarity · WordPress · Yoast SEO

Automation & Web:
Python · n8n · Codex · Claude Code · Astro · TypeScript · Sanity · Cloudflare

SELECTED OPEN-SOURCE CONTRIBUTIONS

Merged upstream:

OpenClaw #142581 - live chat identity updates.

n8n-skills #33 - skill discovery and installation fixes.

LocalAI #11608 - Codex integration and conversation-continuity fixes.

EDUCATION & CERTIFICATIONS

Al-Azhar University | Bachelor's Degree

Google Ads Search Certification - Google Skillshop

Google AI Professional Certificate - Google / Coursera, April 2026

Advertising with Meta - Meta / Coursera, January 2026

Measure and Optimize Social Media Marketing Campaigns - Meta / Coursera, January 2026