

MOHAMAD HARB

Performance & Growth Marketing

Paid Social · Funnel Strategy ·
Forecasting · Creative Execution

A portfolio of practical systems, campaign
thinking, and measurable growth signals across
B2B and B2C businesses.



STRATEGY → SIGNAL → SCALE

10+

years in digital marketing

**Multi-
million**

revenue impact contributed

Cairo, Egypt · Fully remote · Available for international teams

PORTFOLIO / 2026

A clearer path from objective to measurable growth.

The role I play

I work between marketing strategy and execution. I translate business objectives into audience insight, channel choices, forecasting, budget allocation, funnel mechanics, content systems, and practical optimization decisions.

My strongest work combines paid media, social growth, LinkedIn outreach, creative production, and the discipline to keep asking what the next decision should be.

CORE POSITIONING

Performance & Growth

Marketing Specialist

Paid Media · Full-Funnel Strategy · Forecasting & Budgeting · LinkedIn Outreach · AI-Assisted Creative

B2B +

B2C

business models supported

6

sectors supported

What the work covers

PLAN

Forecasting, budget frameworks, channel selection, and funnel mapping.

ACTIVATE

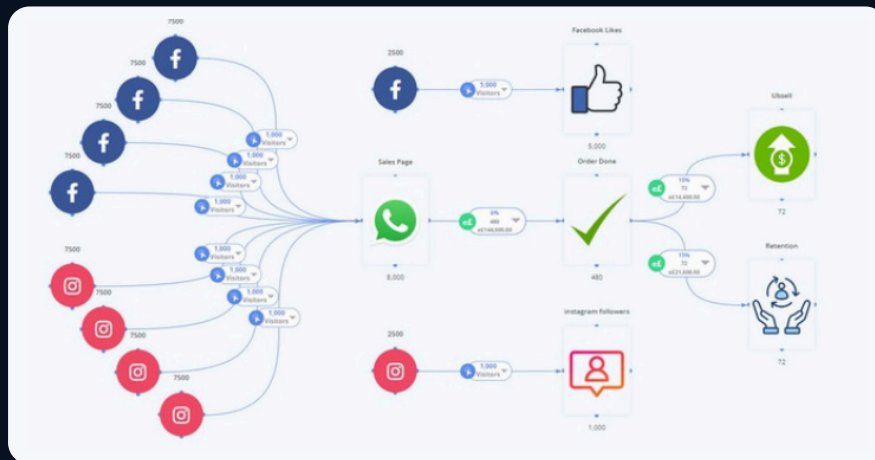
Paid and organic social across Facebook, Instagram, TikTok, and Snapchat.

IMPROVE

Testing, competitor analysis, lead generation, and practical optimization.

Planning / Funnel Mapping

Connecting touchpoints, messages, channels, and conversion moments into one visible system.

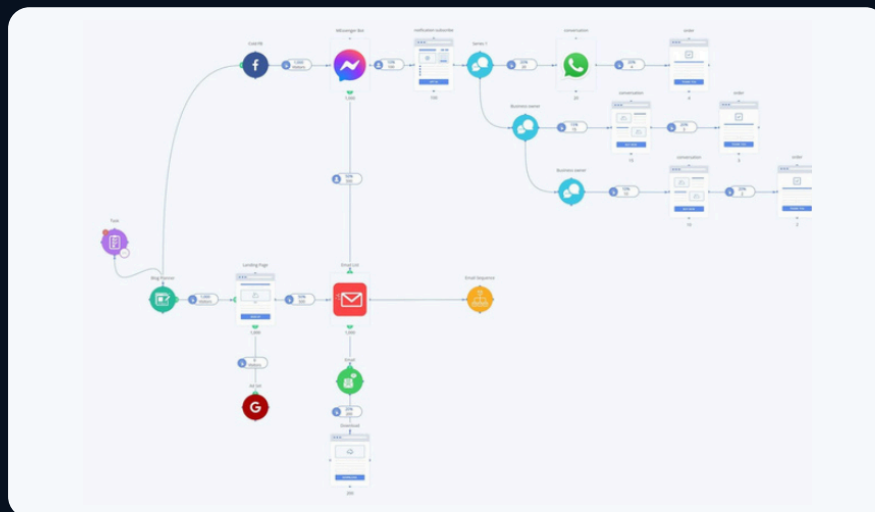


PLANNING LENS

From first touch to conversion

A visible map of audiences, platform roles, message flows, hand-offs, and conversion moments.

AUDIENCE → CHANNEL → MESSAGE → ACTION



DECISION QUESTIONS

What should each channel do?
Where does intent increase?
Which moment deserves budget?

MEASUREMENT

Define what to watch before the campaign begins, then connect the signal to the next decision.

AUDIENCE

Define segments and the job each message must do.

JOURNEY

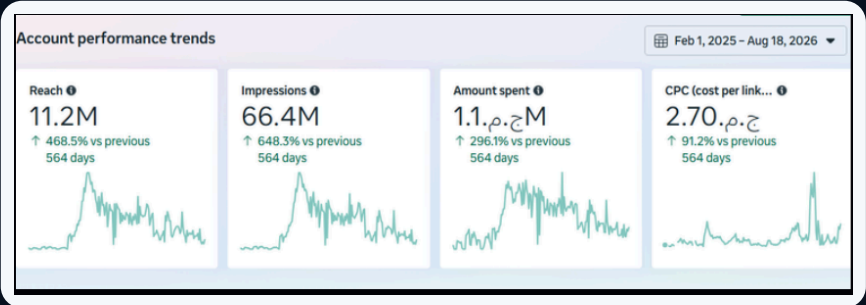
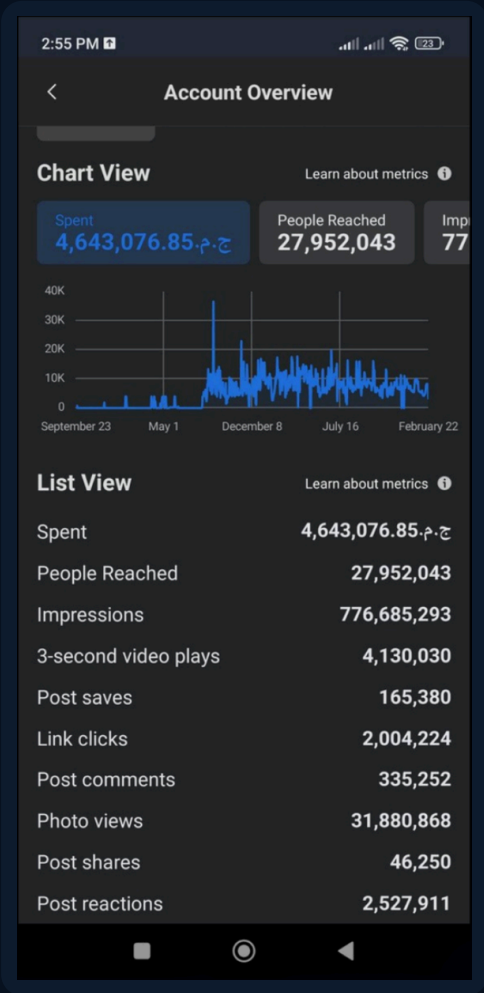
Map the movement from first touch to trust, lead, and conversion.

ACTIVATION

Turn the map into channel roles, message flows, and measurable actions.

Paid Ads / Performance Signals

Campaign visibility is useful only when it leads to a better decision about spend, creative, audience, or funnel.



Account name	Reach	Impressions	Amount spent	Purchases	Cost per purchase	CTR (all)
darvix	249,971	740,172	92,091.85.م.ج	334	275.72.م.ج	5.07%
Total results 1 / 1 row displayed	249,971 Meta Accounts	740,172 Total	92,091.85.م.ج Total spent	334 Total	275.72.م.ج Per Action	5.07% Per Impressions

27.95M
people reached

776.68M
impressions

2.00M
link clicks

FORECASTING & BUDGETING
Build a plan around the available budget, expected reach, channel roles, test structure, and the trade-offs that shape performance.

LinkedIn Outreach

A structured approach to audience selection, messaging, connection building, and response signals.



1,362

connections accepted

320

message replies

15

InMail replies

THE OPERATING LOGIC

Target the right audience, make the message relevant, create a reason to reply, and keep the follow-up human.

THE COMMERCIAL ROLE

Use outreach as a growth layer that supports lead generation and market learning — not as disconnected volume.

Creative that carries the strategy

Social and print work across sectors, formats, languages, and commercial moments.



CREATIVE TOOLKIT

Photoshop · CapCut · AI-assisted image and video tools · Social content systems

WHERE IT FITS

Performance creative, social media campaigns, promotional offers, app and service communications, and brand-supporting materials.

One profile. Multiple growth levers.

The advantage is not doing everything at once. It is knowing which lever belongs in the next stage of the system.

STRATEGIC

Marketing plans · Forecasting · Budgeting ·
Channel selection · Funnel mapping · Competitor
analysis

PERFORMANCE

Paid social · Media buying · Campaign testing ·
Audience research · Optimization · Reporting

COMMERCIAL

B2B and B2C growth strategies · Multi-million
revenue impact contributed · LinkedIn outreach ·
Lead generation

CREATIVE

Content planning · Social media design · AI-
assisted video ads · Short-form editing ·
Photoshop · CapCut

Sectors

B2B · B2C · E-commerce · Software · Restaurants ·
Manufacturing · Services

AI-assisted workflows

Manus · Claude · Codex · Gemini · research ·
content production · creative development · agent-
assisted workflows

Have a growth question?

Let's make it useful.

For remote roles, consulting projects, paid media strategy, forecasting and budgeting, social growth, or a focused conversation about your next marketing move.

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Location

Cairo, Egypt · Fully remote

Mohamad Harb · Performance & Growth Marketing Specialist · Remote across Canada, Australia, the UK, the US, and the Gulf



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