



# PORTFOLIO

*youssef Khattab*



# About Me

**I'm Youssef Khattab**

*Performance Marketing Consultant /*

*Founder of Magic Design*

*Building brands, scaling campaigns, and  
turning attention into conversions.*

Performance Marketing Consultant | Founder of Magic Design  
Building brands, scaling campaigns, and turning attention into  
conversions.

I'm a results-obsessed digital marketing strategist with over 5 years  
of hands-on experience in running high-impact advertising  
campaigns, crafting brand identities, and scaling local and regional  
businesses.

As the founder of Magic Design, I've worked with 50+ businesses  
across Egypt and the Gulf, helping them turn underperforming  
marketing into scalable growth engines.





# Education

Bachelor of Science – Tanta University  
(In Progress)

Expected Graduation: 2025

Balancing full-time study with real-world agency experience



# Experience

Founder & Head of Marketing – Magic Design  
Jan 2021 – Present | Gharbia, Egypt

Built and scaled a creative & performance marketing agency serving 50+ clients in Egypt and the Gulf

Managed full campaign lifecycles from strategy to reporting, achieving up to 6x ROAS for client accounts

Led a team of designers, media buyers, and content creators to deliver high-converting campaigns

Designed brand identities and go-to-market strategies for startups, local stores, and service providers

◆ Marketing Consultant – Etqan Academy (KSA)  
Mar 2022 – Dec 2023 | Remote

Developed the academy's digital marketing plan across Meta & Google

Increased leads by 180% through funnel optimization and targeted campaigns

Provided ad creatives and supervised paid media performance for Qur'an courses targeting Gulf audience

◆ Marketing Manager – Media Store (KSA)  
Jul 2021 – Sep 2022 | Remote

Handled end-to-end advertising operations for an online tech store

Launched monthly product campaigns that drove consistent 5-figure sales

Wrote conversion-focused ad copy and set up UTM tracking + pixel reporting



# Some Projects

حملة إعلانية جديدة بهدف  
التفاعل



٦١٥	ج.م. ١,٦٣	ج.م. ١,٠٠٠
محادثات تم	التكلفة لكل	♦♦
بدؤها عبر	محادثات تم	المبلغ الذي تم
الرسائل	بدؤها عبر	إنفاقه

## Project 1

Project #1: Homeware Ad Campaign – Meta Ads

Client: Local E-commerce Vendor – Egypt

Objective: Drive fast engagement & direct leads with a tight budget

Execution:

Designed visual ad creatives & persuasive copy

Launched a targeted campaign based on behavior + interest clusters

Results:

Spent only 240 EGP

Generated 342 messages in 4 days

Cost per message: just 0.70 EGP

📈 Outcome: Cleared stock in under a week with minimal spend.

# Project 2

Project #2: Tourism Agency Campaign – Lead Generation

Client: Travel Agency – Alexandria, Egypt

Objective: Increase WhatsApp inquiries and bookings for summer packages

Execution:

Built a high-converting campaign with custom reels showing destinations & offers

Wrote sales-focused copy and added localized targeting (beach cities & youth groups)

Results:

12,000+ reach in 3 days

163 WhatsApp leads

37 confirmed trip bookings in one week

✓ Return: Client expanded campaign to cover full summer season.





## ***What I Do Best***

- ✓ Data-Driven Paid Ads (Meta, Google, TikTok)
- ✓ Conversion-Focused Design & Content
- ✓ Strategic Funnel Planning
- ✓ Full Brand Identity Systems
- ✓ Ad Copywriting that Actually Sells
- ✓ Launching & Scaling Online Campaigns





## *Why Client Coose Me*

Because I don't guess. I build systems. Every campaign I launch is backed by data, real buyer psychology, A/B testing, and clear ROI tracking. From ad creatives to full-scale strategy, I speak both creative and performance.



# Client Feedback

... يوصي هند على بصفحة Grow Mark Academy  
١٥ س ٠

أنا دخلت الكورس وأنا تايه تمامًا في التسويق، لكن والله بعد أول أسبوع بس بدأت أفهم الدنيا ماشية إزاي. الطريقة العملية اللي بيشرحوا بيها مختلفة تمامًا عن أي حد ثاني

أعجبني تعليق إرسال مشاركة

... يوصي Karim samir بصفحة Grow Mark Academy  
١٥ س ٠

المحتوى غني جدًا، وكل محاضرة تحسها ورشة عمل مش مجرد شرح. أنصح أي حد عايز يتعلم تسويق حقيقي يبدأ مع Grow Mark Academy فورًا

أعجبني تعليق إرسال مشاركة

لا والله يبشمههندس الدنيا ظبطت معايا جامد من ساعت ما حضرتك عرفتني الفرق وماشاء الله شرح حضرتك مبسط ومرتب بشكل جميل جدا وبتسهل علينا كل حاجه شكرا جدا بجد ان شاء الله اكون عند حسن ظن حضرتك

٢:٣١ ص

... يوصي مياده على بصفحة Grow Mark Academy  
١٥ س ٠

أنا صاحب مشروع صغير وكنت دايما بدفع في إعلانات ملهاش نتيجة، بعد الكورس قدرت أفهم جمهوري وأوجه المحتوى صح، والمبيعات فعلاً بدأت تتحرك

يمكنك بدء محادثة خاصة مع مياده على في  
مراسلة Messenger

أعجبني تعليق إرسال مشاركة

... يوصي عصام صا صا بصفحة Grow Mark Academy  
١٥ س ٠

أكثر حاجة حبيبتها إنهم بيركزوا على التطبيق مش النظري، كل أداة تعلمناها استخدمناها على مشروع حقيقي، والنتائج بدأت تبان من الأسبوع الثاني

يمكنك بدء محادثة خاصة مع عصام صا صا في  
مراسلة Messenger

أعجبني تعليق إرسال مشاركة



# *Tools I Use*

**Meta Ads Manager – TikTok Ads – Google Ads  
Photoshop – Canva – CapCut – UTM Builder  
Meta Pixel – ChatGPT – Looker Studio – Google  
Analytics**

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# Certificate

## Certifications


Meta Certified Media Buying Specialist

Google Ads (Search + Display)

Copywriting & Strategy – Udemy Pro Track

# Thank you

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<https://www.facebook.com/share/14FWDBqwwvMZ/>

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