

# YOUSSEF KHATTAB

## Marketing Consultant

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## SUMMARY

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Results-oriented Marketing Consultant and Agency Owner with 5+ years of experience in digital advertising, branding, and strategic growth. Proven success in leading marketing teams, driving high-ROI campaigns, and scaling small businesses through innovative digital strategies. Passionate about helping businesses grow with data-driven performance marketing and creative design solutions.

## WORK EXPERIENCE

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### CEO & Marketing Consultant

Magic Design | Jan 2020 – Present

- Led a team of 7+ creatives and marketers to deliver 300+ successful marketing campaigns
- Generated up to 5x ROAS on multiple Meta and Google ad campaigns
- Helped 50+ businesses grow by building high-converting funnels and branding systems
- Built strategic content plans and ad strategies that increased client sales by 120%

### Marketing Director

Media Store – Saudi Arabia | 2022 – Present

- Managed large-scale advertising projects for e-commerce and service-based clients
- Reduced ad spend waste by 30% through advanced A/B testing and audience optimization
- Supervised paid media buyers and creatives across campaigns in GCC region

### Executive Manager

Etqan Academy – Saudi Arabia | 2023 – Present

- Developed and implemented a marketing plan that tripled student enrollment in 6 months
- Managed team communication, promotions, and marketing automations

## EDUCATION

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Currently pursuing a Bachelor of Science degree with a strong interest in business, marketing, and technology.

Balancing academic studies with hands-on experience running a marketing agency and working with clients across the region.

## ADDITIONAL INFORMATION

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### • Technical Skills:

- Meta Ads, Google Ads, TikTok Ads, Conversion Tracking
- Google Analytics, Meta Pixel, UTM Parameters, Looker Studio
- Canva, Adobe Photoshop, CapCut, Notion, ChatGPT for workflow automation
- Copywriting, Funnel Strategy, Marketing Automation

### Languages:

- Arabic (Native)
- English (Very Good – Speaking and Writing)

### Certifications:

- Meta Certified Media Planning & Buying (2024)
- Google Ads Search Certification (2023)
- Practical Digital Marketing – Udemy

### Awards / Activities:

- Founder of Magic Design – A digital agency with 50+ clients in MENA
- Instructor of “Marketing bel 3araby” – a practical online marketing course
- Speaker at entrepreneurship events and startup workshops in Egypt