

Elie Jamous

Digital Marketing Manager | Google Ads & Meta Ads Specialist

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PROFESSIONAL SUMMARY

Certified Digital Marketing Specialist with 5+ years of experience spearheading full-funnel performance marketing across high-value sectors (Real Estate, Fitness, Fashion, Hospitality). Proven ability to significantly improve ROAS (up to 70%) and reduce CPA (up to 45%) while generating high-intent leads. Expert in strategic multi-platform optimization (Google Ads, Meta Ads, GA4 implementation, and advanced creative testing) focused on driving measurable business growth.

Work History

Digital Marketing & Account Manager 2024 - Present

The Phoenix Marketing Agency (Lately Switched to “The Brothers Group”) - UAE

- Spearheaded full-funnel paid media strategy across Google Ads and Meta Ads for multiple clients, consistently improving ROAS by 30–60% and reducing CPA by up to 45% by leveraging advanced targeting and optimization.
- Drove data-centric campaign effectiveness, implementing rigorous creative testing that increased CTR by 25–40% and utilizing GA4/Google Ads Manager to build performance tracking and inform budget optimization.

Social Media Marketing Manager

Belhasa Driving Center – Dubai, UAE 2023 - 2023

- Directed content strategies and full-funnel paid campaigns (including Google Ads and Meta) that increased engagement by 25–35% and lowered CPL, driving measurable increases in course registrations.
- Leveraged data analysis to optimize targeting, creative assets (reels, stories), and budget allocation, directly enhancing overall campaign reach and lead quality.

Digital Marketing Expert (Freelancer)

UAE & Lebanon Since 2019

- Delivered consistent, high-impact growth for diverse clients (Real Estate, Fitness, Fashion) by managing Google & Meta Ads, resulting in a 20–70% average improvement in ROAS across all campaigns.
- Provided comprehensive full-funnel strategy, including building custom landing pages, designing tracking systems, performing competitor audits, and optimizing ad creatives to simultaneously improve CTR and reduce CPC.

Data Mining Expert

Banque Libano-Francaise - Lebanon 2015-2021

- Drove operational efficiency by analyzing large datasets and automating internal reporting, successfully reducing analysis time by 30% and providing key data insights that informed strategic business decisions.

Additional Experience

Property Consultant

Settle Homes Real Estate – Dubai, UAE 2022-2023

- Managed end-to-end client transactions (buyers, sellers, tenants), coordinating property viewings, negotiations, and final closings, while utilizing platforms like Bayut and Dubizzle to optimize listing visibility and lead volume.

Housing Loan Officer & Car Sales

Banque Libano-Francaise - Lebanon 2009-2014

- Managed comprehensive financial assessments by evaluating 200+ loan applications and coordinating with clients and partners to ensure successful procedural completion and compliance.

Education

Post-Graduate Diploma in Digital Business

Emeritus Institute of Management – Singapore (2018–2019)

Bachelor’s Degree in Business Computing

La Sagesse University – Lebanon (2005-2009)

Certifications

- Digital Marketing Certificate – KHDA Dubai
- Google Ads Search Certification – Google

Language

- Arabic - Native
- English - Professional
- French - Professional

Skills

Paid Advertising

- Google Ads: Search, Display, YouTube, PMax
- Meta Ads (Facebook & Instagram)
- TikTok Ads
- Snapchat Ads
- LinkedIn Ads

Analytics & Tracking

- GA4
- Google Tag Manager
- Meta Pixel
- UTM Tracking
- Conversion Tracking Setup

Optimization & Strategy

- Keyword Research
- Audience Segmentation
- A/B Testing
- Smart Bidding (tCPA / tROAS)
- Funnel Optimization

Tools

- WordPress
- Canva
- Metricool
- Hootsuite
- Excel (Advanced)