



Elie Jamous Portfolio

Digital Performance Marketing Expert

Google Ads & Meta Ads Specialist

Driving measurable growth through high-performance Google Ads strategies.

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About Me

I am a performance-driven Google Ads & Meta Ad Specialist with 5+ years of experience managing end-to-end paid media funnels across high-value industries including Real Estate, Fitness, Hospitality, Driving Schools, and Fashion.

My expertise lies in:

- Implementing data-driven Google Ads strategies
- Building full tracking systems (GA4, Tag Manager, Pixel, UTMs)
- Scaling high-intent lead generation campaigns
- Google Search, Display, YouTube & Performance Max
- Meta lead generation & conversion campaigns
- Funnel design, creative testing, landing page optimization

Certified by Google & KHDA Dubai, I combine analytical precision with strategic creativity to deliver measurable business growth.

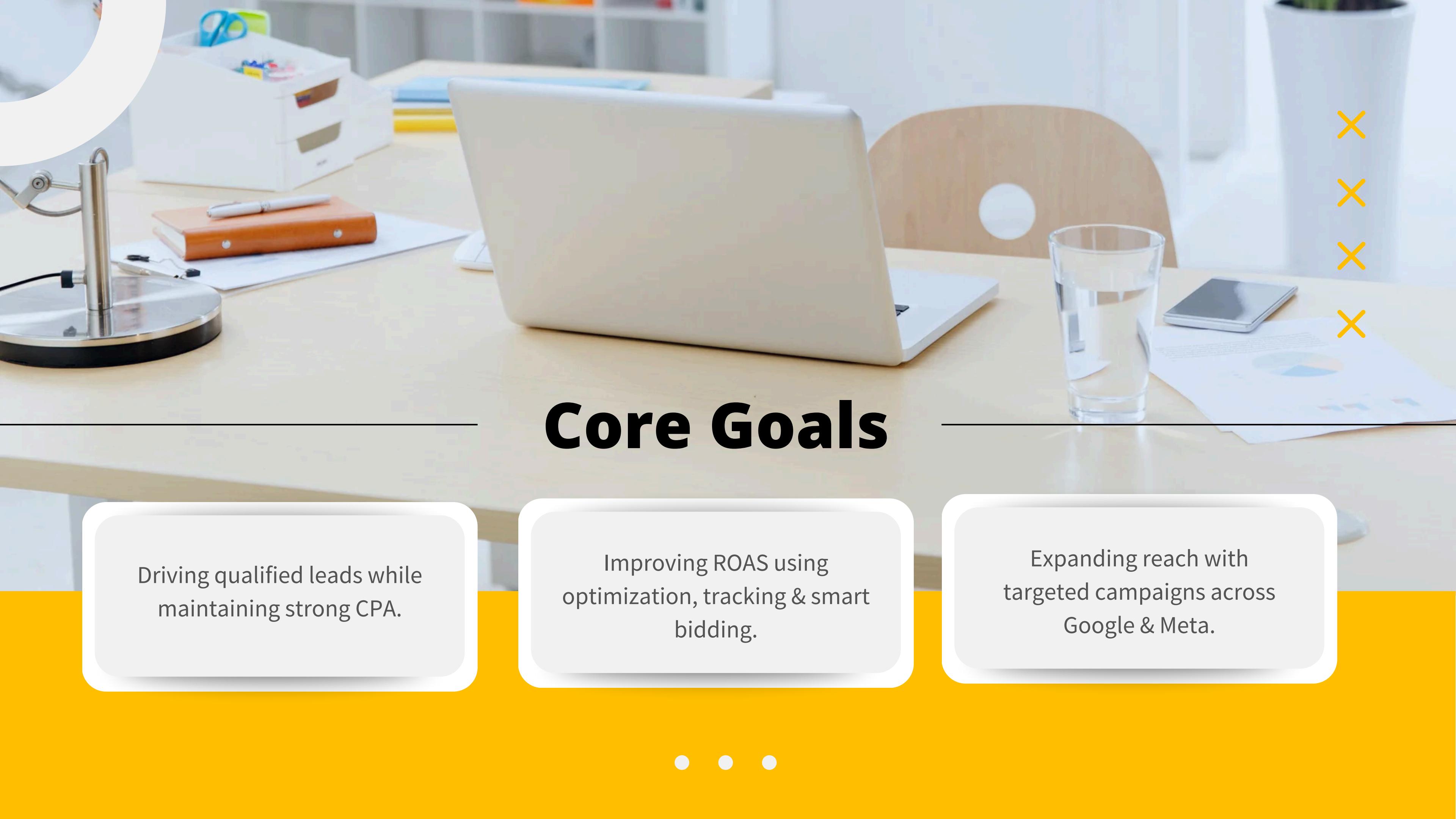


My Services



- ✓ **Google Ads Management**
 - Search / Display / YouTube / Performance Max / Local campaigns
- ✓ **Meta Ads Management**
 - Lead Generation / Sales / Retargeting / A/B testing
- ✓ **Full-Funnel Strategy & Optimization**
 - Audience segmentation, conversion tracking, bidding strategies
- ✓ **Creative Strategy & Content Direction**
 - Ad copywriting, ad creatives, A/B testing frameworks
- ✓ **Analytics & Reporting**
 - GA4, Google Tag Manager, Meta Pixel, performance dashboards
- ✓ **Consulting & Monthly Strategy Planning**
 - Performance audits, market analysis, budget planning

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Core Goals

Driving qualified leads while maintaining strong CPA.

Improving ROAS using optimization, tracking & smart bidding.

Expanding reach with targeted campaigns across Google & Meta.



Core Competencies



Optimization & A/B Testing

Improving ROAS, CTR, and lowering CPA through data-driven optimization.

Paid Advertising

Google Ads, Meta Ads, YouTube Ads, PMax, Retargeting, Smart Bidding.

Tracking & Analytics

GA4, Tag Manager, Conversion API, Pixel, UTM tracking.

Analysis & Reporting



Data-Driven Reporting & Insights

I provide clear, actionable performance reports including:



- Lead quality & cost analysis
- ROAS evaluation
- Audience performance breakdown
- Creative & keyword insights
- Budget recommendations
- Scaling roadmap for next month

These reports help businesses understand ROI and make smarter decisions.



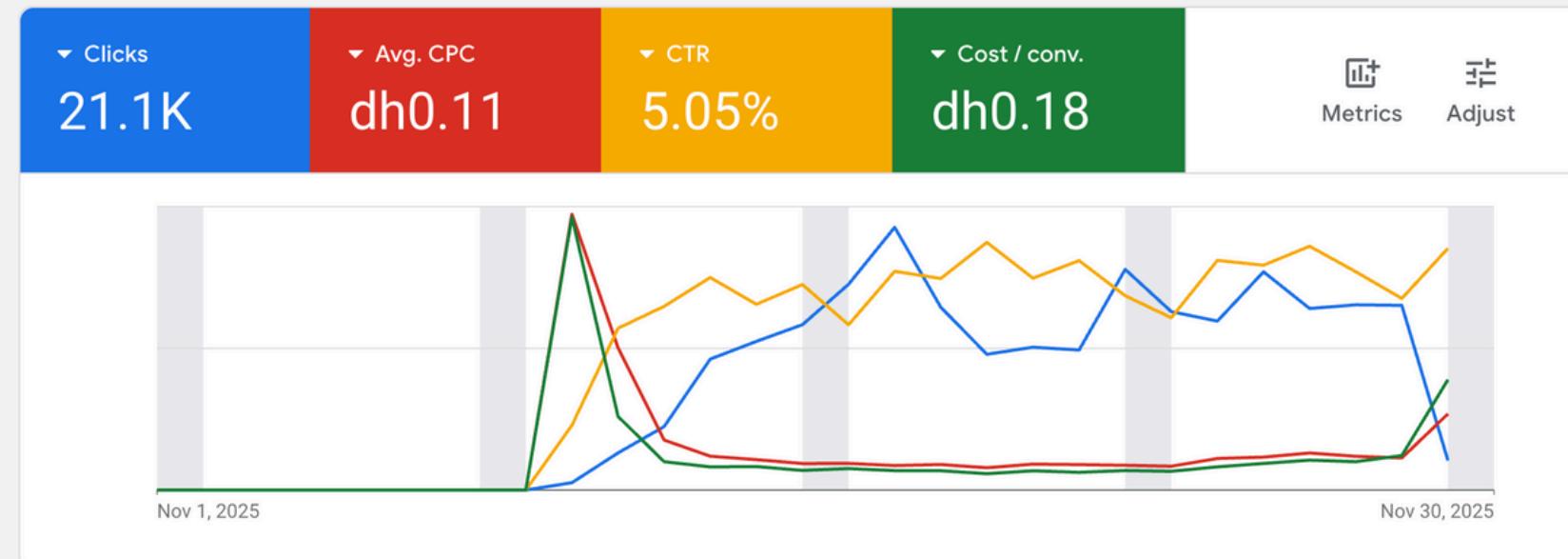
Some of Case Studies / Projects

Google Ads & Meta Ads Projects

- Fashion Industry
- Online Training Industry - (Multi-Region)
- Restaurant & Club Industry (New Business — No previous ads or brand awareness)
- Healthcare Industry
- Fitness
- Sport Accademy
- Real Estate
- E-Commerce



Fashion Industry



Performance Results

- Clicks: 21,100
- Avg. CPC: AED 0.11
- CTR: 5.05%
- Cost per Conversion: AED 0.18

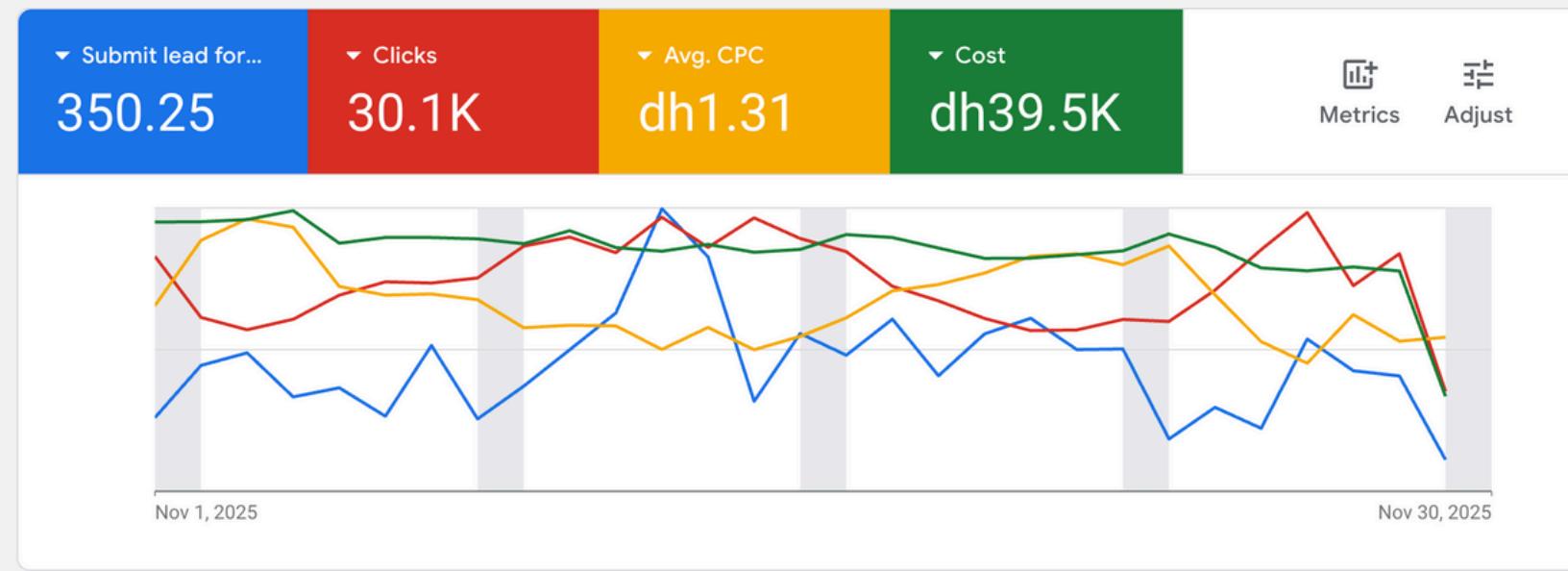
Key Achievements

- Delivered 21K+ engaged clicks, driving strong visibility and audience interaction for fashion products.
- Achieved an exceptionally high CTR of 5.05%, proving the effectiveness of ad creatives, visual quality, and audience targeting.
- Maintained an ultra-low CPC of AED 0.11, far below industry benchmarks, maximizing traffic at minimal cost.
- Reduced cost per conversion to AED 0.18, indicating high relevancy and strong landing page/ad synergy.
- Scaled performance successfully throughout the month with consistent optimization of ad sets, creatives, and segmented audiences.

Impact

This campaign generated exceptional engagement and conversions at extremely low cost, making it one of the most efficient and high-performing campaigns in the fashion vertical. It significantly improved brand reach while minimizing advertising spend.

Online Training Industry - (Multi-Region)



YouTube Lead Generation Campaign

- Regions: UAE, Europe, GCC & International Markets
- Leads Generated: 350+
- Clicks: 30,100
- Avg. CPC: AED 1.31
- Total Spend: AED 39,500

Key Achievements

- Scaled a multi-country YouTube Video Action campaign to over 30K clicks, driving strong global visibility.
- Achieved a highly competitive CPC of AED 1.31 across mixed regions, outperforming typical benchmarks.
- Delivered 350+ lead form submissions across multiple international markets.
- Used layered targeting: in-market audiences, custom intent, remarketing, and multilingual creatives.
- Optimized delivery by analyzing country-level performance and reallocating budgets to high-performing GEOs.

Impact

The campaign successfully generated global reach + high-intent engagement, boosting the client's acquisition funnel across multiple regions.



Restaurant & Club Industry

(New Business — No previous ads or brand awareness)



Google Performance Max (Local Actions)

- Clicks: 5,320
- Business Profile Directions: 27
- Avg. CPC: AED 0.30
- Total Spend: AED 1,590

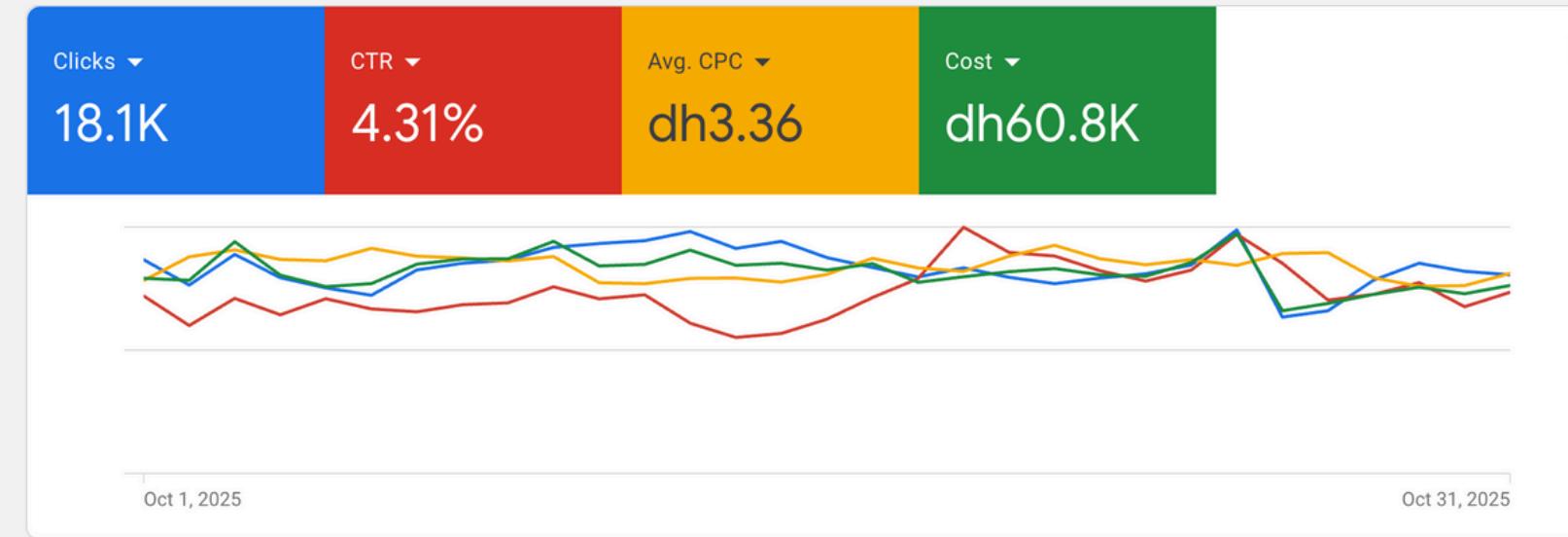
Key Achievements

- Successfully launched a brand-new nightclub with zero previous digital presence, generating 5.3K targeted clicks from high-intent local audiences in the first month.
- Achieved an exceptionally low CPC (AED 0.30) — especially strong for nightlife and entertainment in Dubai.
- Drove 27 direction requests, proving immediate real-world footfall interest despite being a new venue.
- Optimized Performance Max for “Local Actions” to reach users actively searching for “clubs near me,” “nightlife Dubai,” and location-based nightlife queries.
- Built first-party audience signals and created the initial remarketing pool for ongoing growth.
- Strengthened the club’s Google Business Profile visibility with increased clicks, map views, and navigation actions.

Impact

This campaign successfully launched the nightclub into the local market, driving early foot traffic, building initial brand recognition, and creating the foundation for ongoing growth, all with a highly efficient budget.

Healthcare Industry



Performance Results – High-Engagement Campaign

- Clicks: 18,100
- CTR: 4.31%
- Avg. CPC: AED 3.36
- Total Spend: AED 60,800

Key Achievements

- Delivered 18K+ high-quality clicks, ensuring strong traffic volume and consistent audience engagement.
- Achieved a CTR of 4.31%, significantly above UAE benchmarks, demonstrating highly effective ad relevancy and keyword targeting.
- Maintained an efficient CPC of AED 3.36, lower than market averages for competitive industries.
- Ensured daily performance stability through bid adjustments, ad rotation testing, and search term optimization.

Impact

This campaign successfully combined high engagement with cost efficiency, strengthening top-of-funnel growth and maximizing reach at an optimal cost.



Healthcare Industry



Performance Results – High-CTR Conversion Campaign

- Clicks: 6,700
- CTR: 4.36%
- Cost per Conversion: AED 1.32
- Total Spend: AED 15,200

Key Achievements

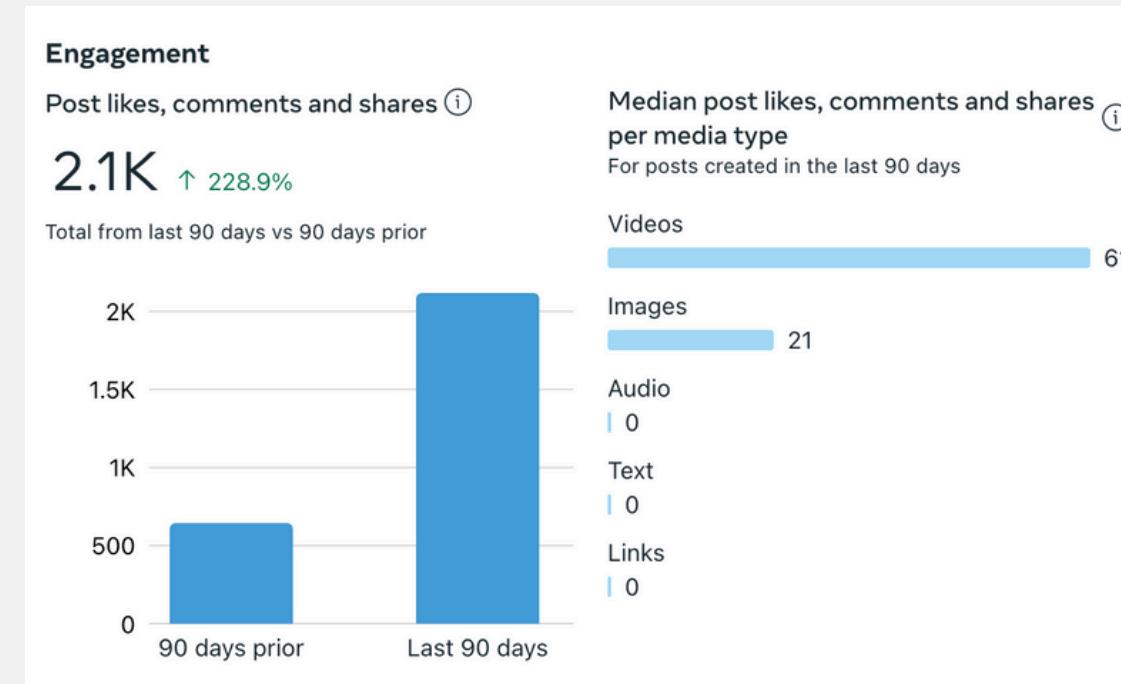
- Achieved a high CTR of 4.36%, outperforming UAE market benchmarks and demonstrating excellent ad relevance and keyword alignment.
- Drove conversions at an exceptionally low cost of AED 1.32, significantly below industry averages.
- Maintained stable daily performance through continuous optimization of bids, search terms, and targeting.
- Balanced high engagement with efficient budget usage, delivering strong ROI for mid-funnel and bottom-funnel users.

Impact

This campaign delivered a high volume of qualified traffic and ultra-low-cost conversions, positioning it as one of the most cost-efficient campaigns in the client's account.



E-Commerce Industry



Organic Social Growth (90-Day Performance)

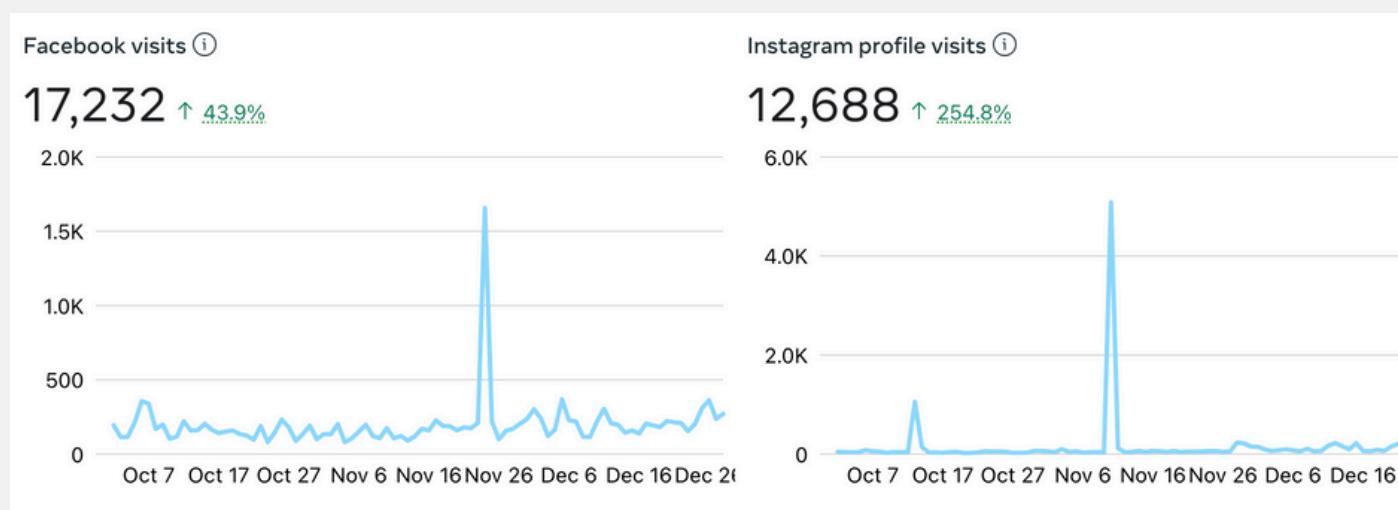
Engagement Growth

- 2,100+ total engagements (↑ 228.9% vs previous 90 days)

Includes likes, comments, shares across all content formats.

Content Performance

- Median Engagement per Post:
 - Videos: 61
 - Images: 21
- Significant growth achieved by shifting to more video-based product showcases, UGC-style posts, and storytelling.



Profile Traffic

- Facebook Profile Visits: 17,232 (↑ 43.9%)
- Instagram Profile Visits: 12,688 (↑ 254.8%)

Indicates increased customer interest and strong top-of-funnel activity.



E-Commerce Industry

Key Achievements

- Scaled engagement by 228% through a data-driven content strategy tailored to e-commerce audiences.
- Increased traffic to social storefronts (Facebook & Instagram) with over 29K+ combined profile visits, boosting product discovery and warm audience size.
- Optimized posting schedule, creative style, and messaging to maximize interactions and save posts.
- Leveraged high-performing video formats to improve content reach and user retention.
- Strengthened organic presence, supporting lower paid ad costs and improved retargeting efficiency.

Impact

This organic growth initiative significantly improved the brand's visibility, engagement, and customer acquisition funnel, resulting in a larger and more active audience for future paid campaigns and conversions.



E-Commerce Industry

Meta Ads Case Study – (Daily Home decor & Christmas Season)



Campaigns						
Ad sets		Ads				
+ Create		Duplicate	Edit	A/B test	More	
		Columns: Performance		Breakdown		
Off/On ↑	Campaign ↑	Delivery ↑	Actions	Results ↑	Cost per result ↑	
<input type="checkbox"/>	<input checked="" type="checkbox"/> Sales Christmas - November 2025	● Active	2 recommendations	4 Messaging conversations	22.73 AED	Per messaging conversation
<input type="checkbox"/>	<input checked="" type="checkbox"/> Sales - November 2025	● Active	1 recommendation	195 Messaging conversations	4.41 AED	Per messaging conversation
<input type="checkbox"/>	<input checked="" type="checkbox"/> Video Views - Christmas	● Off	—	654 ThruPlays	0.11 AED	Cost per ThruPlay
<input type="checkbox"/>	<input checked="" type="checkbox"/> Engagement Christmas - November 2025	● Off	—	54 Messaging conversations	9.14 AED	Per messaging conversation

Sales Campaign – November 2025

- 195 messaging conversations
- Cost per conversation: AED 4.41
- Reached high-intent audiences with optimized sales creatives and retargeting layers.

Sales – Christmas Campaign

- 4 conversations during the early launch phase
- CPC: AED 22.73 (expected increase due to seasonal competition)

Video Views – Christmas

- 654 ThruPlays
- Cost per ThruPlay: AED 0.11
- Strengthened top-of-funnel awareness to support remarketing campaigns.

Engagement Campaign – Christmas

- 54 messaging conversations
- Cost per conversation: AED 9.14



E-Commerce Industry

Meta Ads Case Study – (Daily Home decor & Christmas Season)



Campaigns		Ad sets		Ads		This month: 11	
+ Create		Duplicate		Edit		A/B test	
More		Columns: Performance		Breakdown			
Off/On	Campaign ↑	Delivery ↑	Actions	Results ↑	Cost per result ↑		
<input checked="" type="checkbox"/>	Sales Christmas - November 2025	● Active	2 recommendations	4 Messaging conversations	22.73 AED	Per messaging conv...	
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Key Achievements

- Built a complete full-funnel structure (video → engagement → sales) to support conversion campaigns.
- Achieved an exceptionally low AED 4.41 CPL for the main sales campaign.
- Generated over 650+ video views at highly competitive cost to warm audiences for remarketing.
- Used seasonal trend analysis to produce Christmas-specific creatives that improved engagement.
- Implemented audience segmentation (ATC audience, website visitors, Christmas interest segments).

Impact

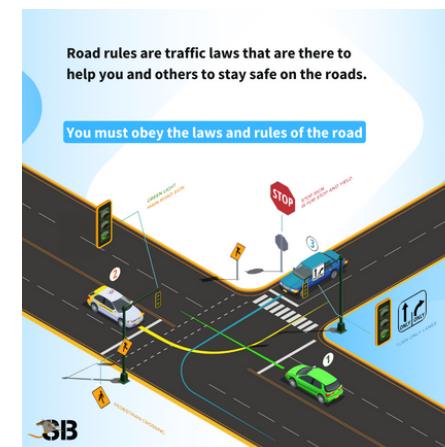
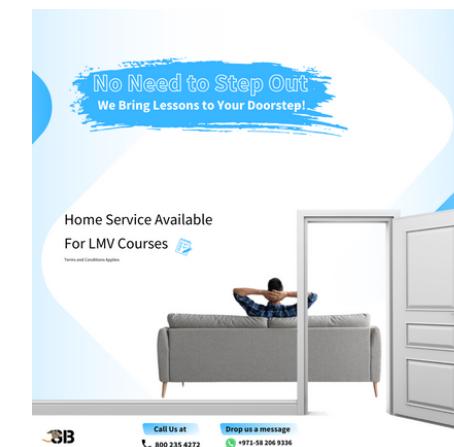
This combined strategy successfully grew product visibility, generated 195+ conversations, and achieved strong results during a highly competitive seasonal period, supporting e-commerce sales growth across November and December.





Creative Direction & Graphic Design

Selected examples of ad creatives and social media posts created to support paid campaigns, improve CTR, and elevate brand identity.





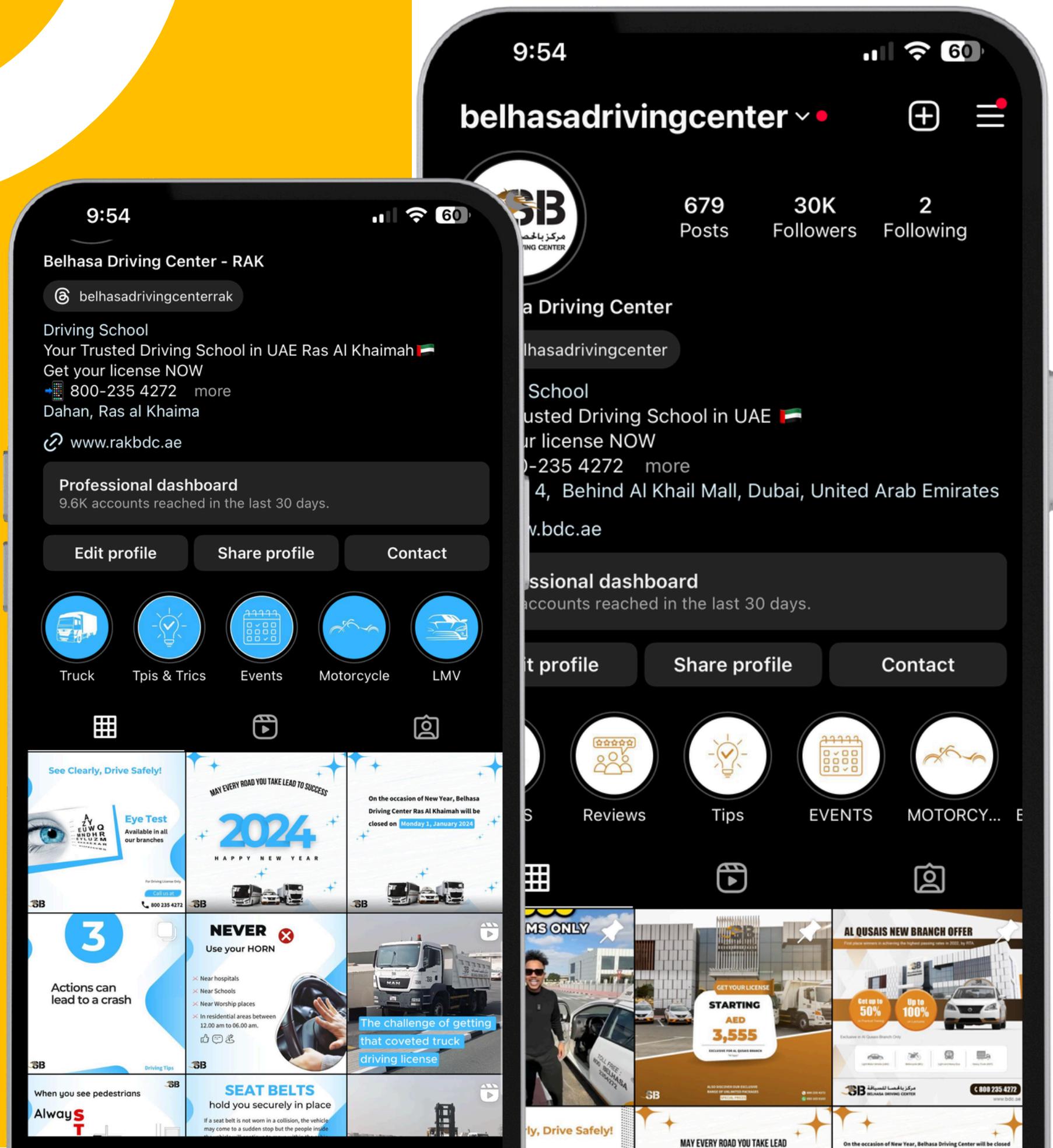
Social Media Management

Strategic Social Media Management

- Monthly content calendars
- Reels & creative concepts
- Instagram funnel support for ads
- Engagement & growth strategies

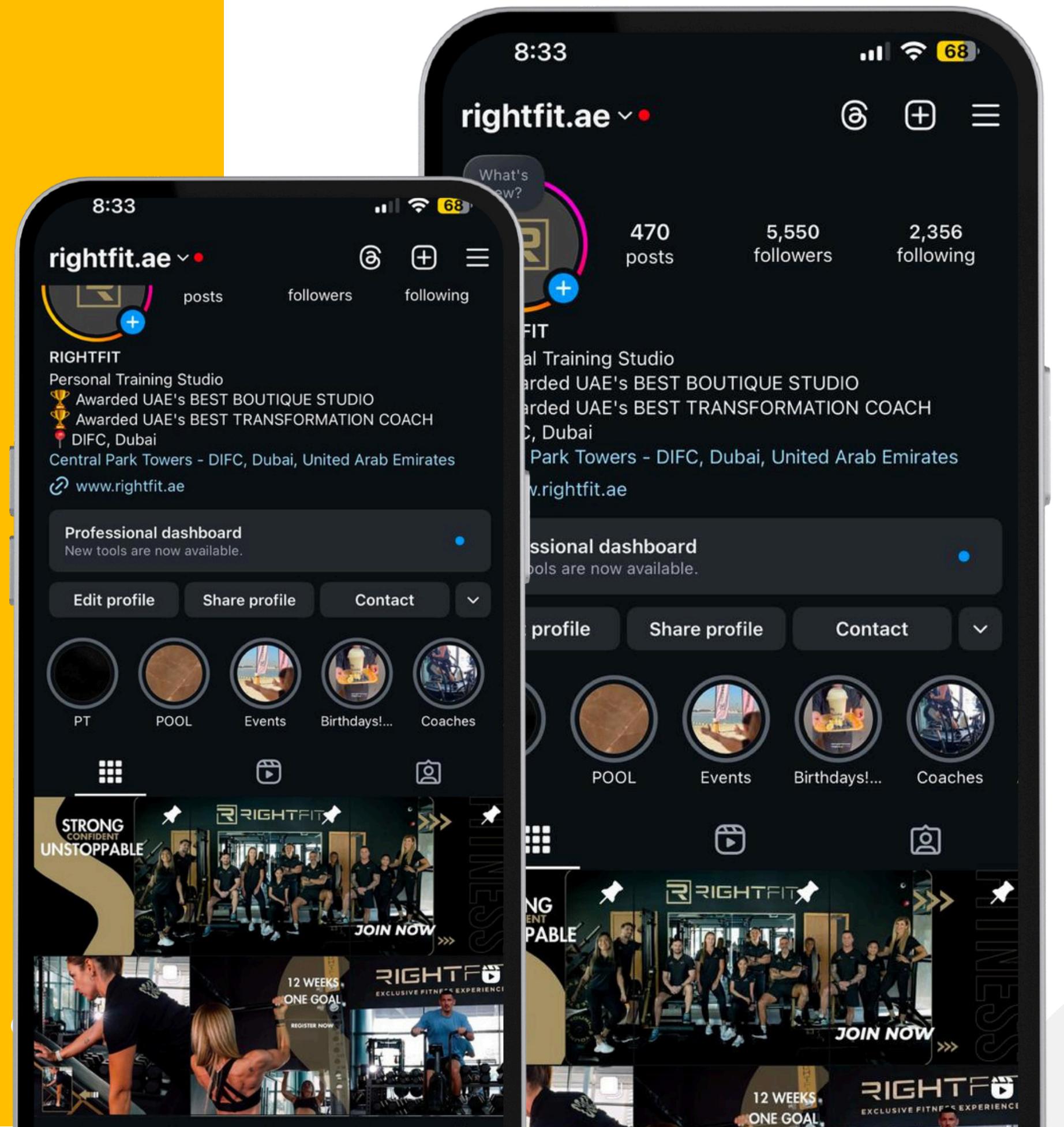


Driving School



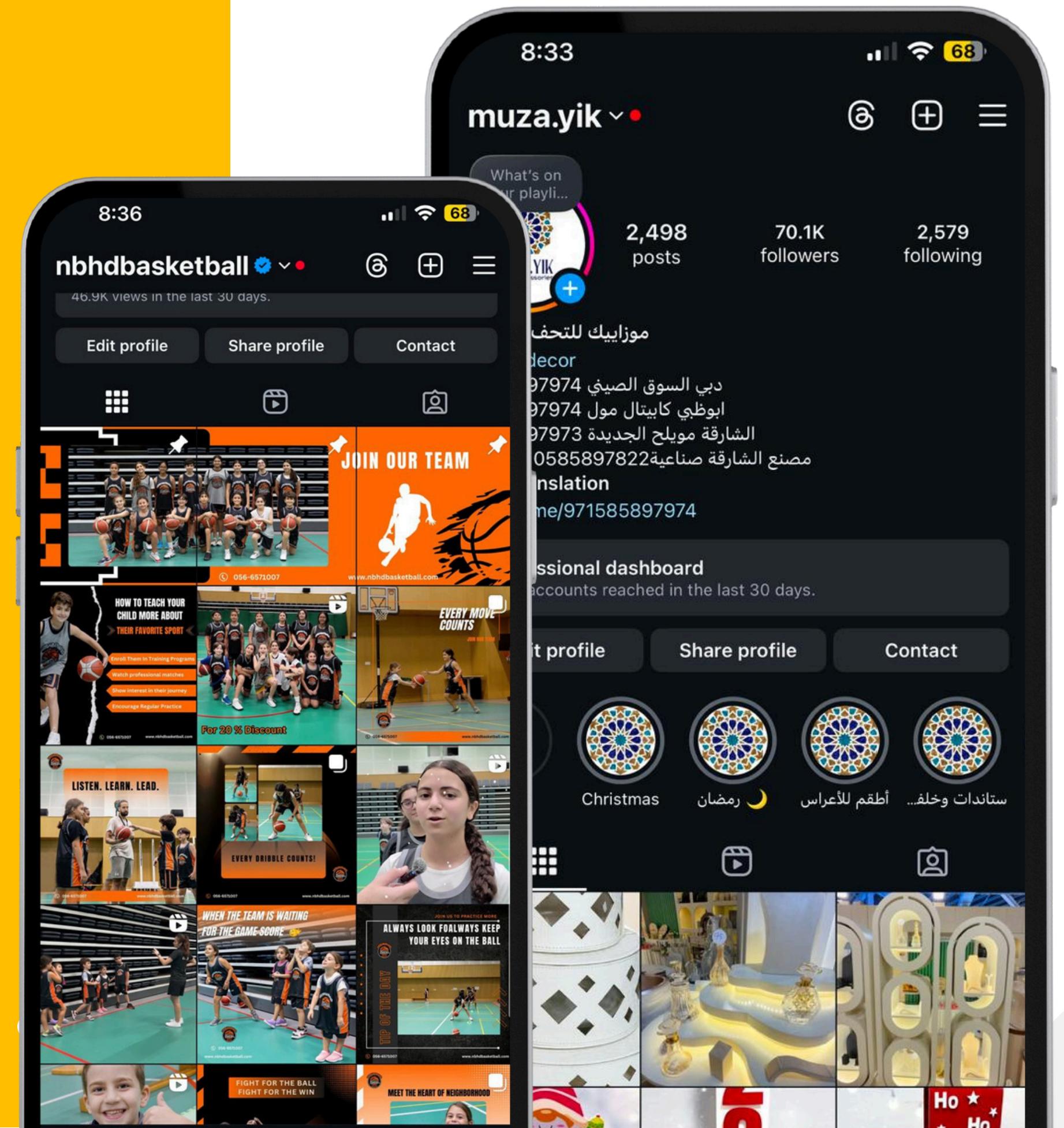
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Fitness



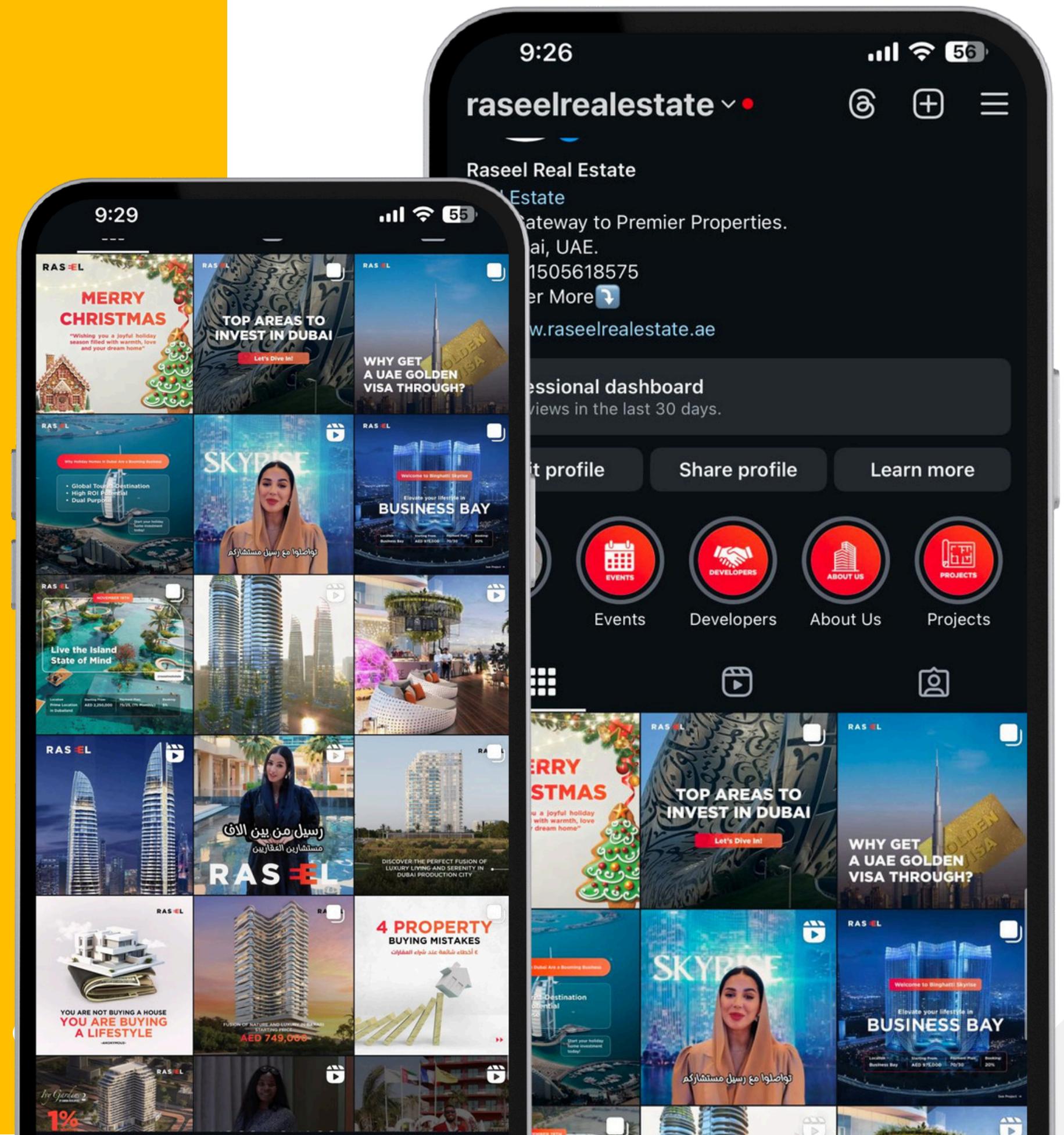


Basketball School



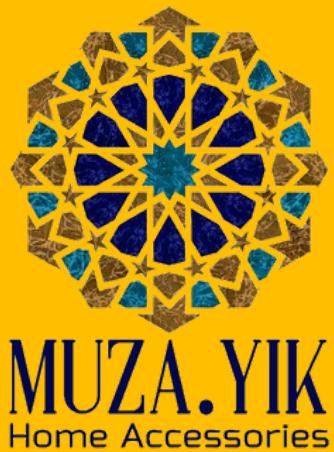


Real estate



Clients I've Managed

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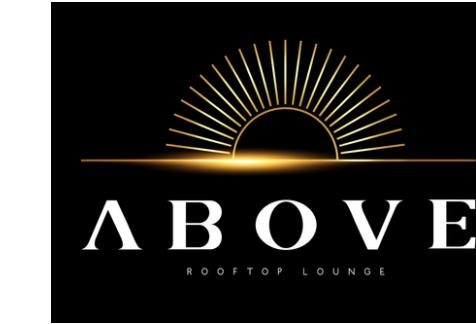


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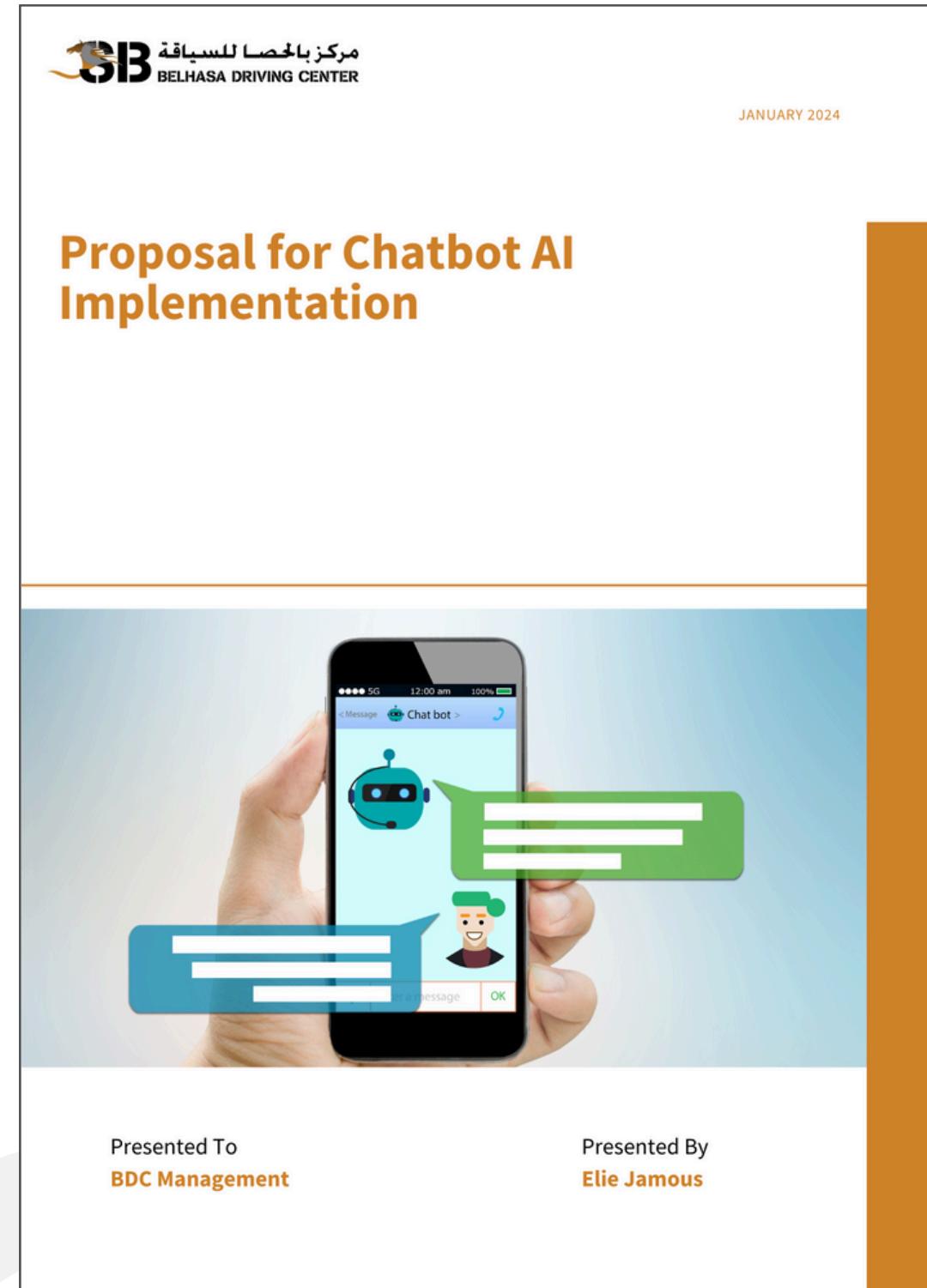
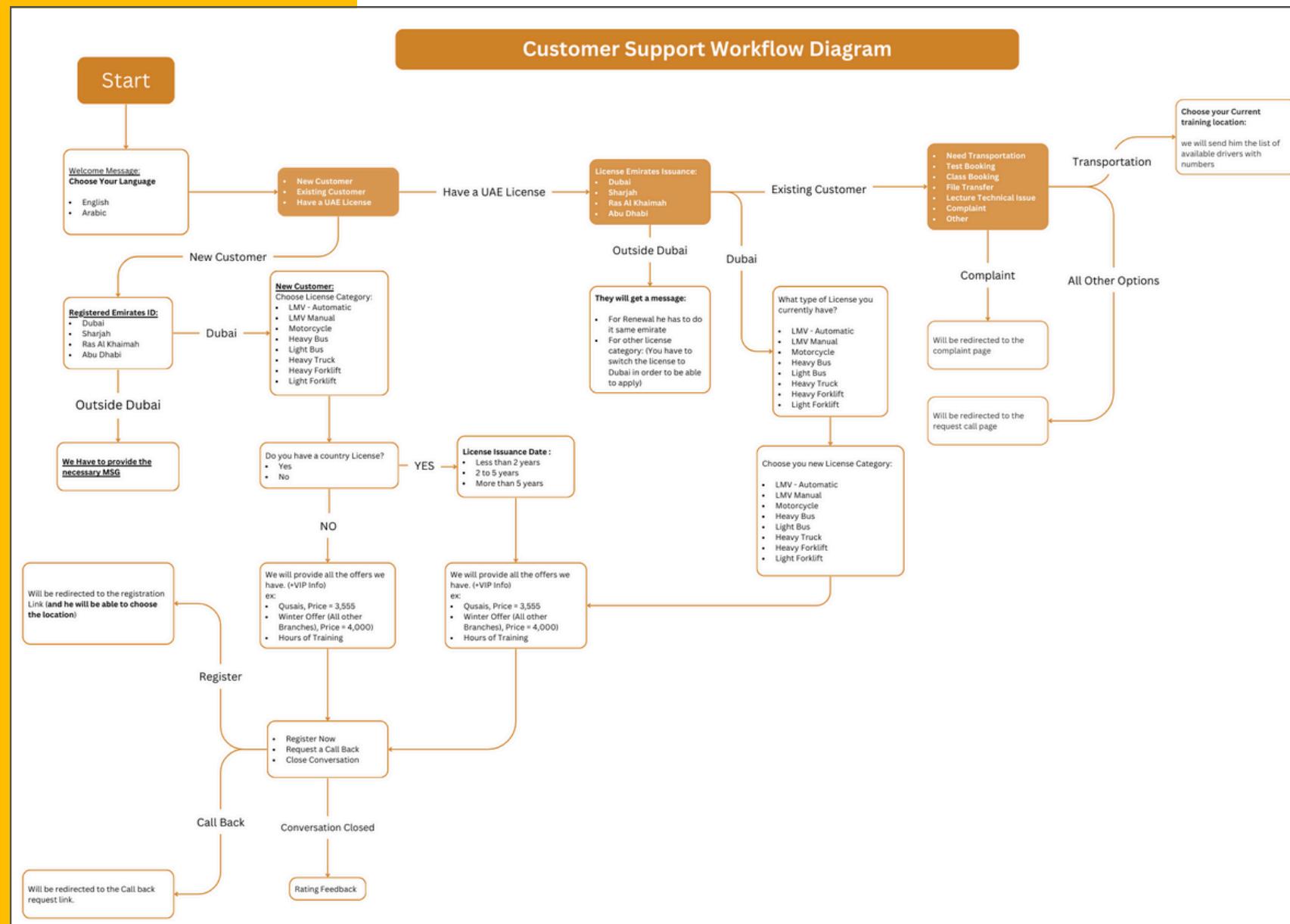


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Clients I've Managed



Chatbot Study and Implementation



Contact Me

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Thank You for reviewing my portfolio

Available for ongoing management, consulting, and project-based work.

