NABIL KAMEL

Growth & Performance Marketing Lead | Marketing Analytics and Measurement | GA4, server-side GTM, Meta CAPI
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Egyptian national. Available now for remote roles as a contractor or via EOR. Visa sponsorship required for relocation.

SUMMARY

I make marketing spend traceable to real sales, then grow on it. As Chief Marketing Officer of Hanafy Company, a 50+ employee company selling in 80+ countries, I led a 20+ person remote team, reported to the CEO and built the measurement stack its decisions ran on. The growth came from converting better, not just from more traffic: a flagship Shopify store up 74% with conversion up 23%, and a EUR store up 41% while its traffic fell. Hands-on in GA4, server-side GTM, Meta CAPI, Klaviyo and Looker Studio.

EXPERIENCE

Performance Marketing and Tracking Consultant | Independent (alongside the Hanafy role until Aug 2026) Apr 2026 - Present · Remote

- Moon Time Dental Clinic (Egypt), Apr 2026 to present. Cut the clinic's cost per inquiry by about 55% against its earlier campaigns, across 14,330 WhatsApp and Messenger conversations, by testing UGC video against offer statics.
- TSport, a Saudi boutique fitness group (10 Riyadh branches), Apr to Jun 2026. Designed server-side tracking across Google, Meta, TikTok and Snap (GTM on Stape, Meta CAPI, Enhanced Conversions, TikTok and Snap APIs) with deduplication so each sale would count once.
- Checked it live, not just installed: Meta events going server-side through Stape, and TikTok and Snapchat tags firing on the client's site.
- Wrote the Q2 paid media strategy, then took them from no paid media to 18 live campaigns on four platforms within the seven-week engagement: Google 7 (215 Arabic and English keywords), Meta 6, TikTok 3, Snap 2.
- Found a gap the client could use: none of six local competitors ran Conversions API on TikTok or Snap.

Chief Marketing Officer | Hanafy Company, international beauty company, 50+ employees Sep 2025 - Aug 2026 · Remote

- Ran the company's marketing function remotely: a 20+ person cross-functional team across design, PR, digital, analytics and operations, reporting to the CEO, plus the budget and channel calls across three regions.
- Grew a flagship Shopify store's sales 74% year over year. The growth came from conversion as well as traffic: conversion rate up 23% to 4.14%, orders up 57%. One of 15+ stores I built and scaled in Europe and the US.
- Repeated it in Europe: a EUR store's sales grew 41% with conversion up 25% to 3.48% while sessions fell 10%. On another store, about 53% of sales was attributed to marketing, up 20%.
- Built the Klaviyo email flows. Email converted at 13.39% in a 30-day window on one store, ahead of Google Search at 11.59%.
- Grew engagement across a 130-distributor network in 80+ countries by 42%, through campaign and lifecycle work in Europe, the Middle East and North America.
- Owned the company's flagship international industry events end to end, including the ads behind them. The largest drew 180+ participants from 45 countries, a global audience for a 50+ person company. Event messaging campaigns brought in 1,175 conversations at about $0.34 each.
- Built the measurement stack from scratch (Shopify, GA4, GTM, Meta CAPI, server-side tracking) so budget calls ran on one set of numbers instead of each platform's own count, and automated reporting with n8n, Make and ManyChat.
- Built GoHighLevel sites with their funnels, forms and CRM automations.

Head of Growth and Marketing Operations | Hanafy Company (joined as Marketing Specialist in 2022) Jul 2022 - Oct 2025 · Remote

- Cut reporting time about 60% by replacing manual reports with GA4, GTM and Meta CAPI tracking and automated dashboards, freeing the team's hours for campaign work.
- Gave leadership a weekly view they acted on, built from data that had been scattered across platforms.
- Lifted course sales 35% by restructuring the course campaigns.
- Grew new distributor leads 50% by reworking how distributors were acquired.

Freelance Media Buyer and Tracking Specialist | Upwork and Mostaql (alongside the Hanafy role from 2022) 2021 - 2023 · Remote

- Fixed tracking and ran paid media for ecommerce brands in seven countries (UK, France, US, KSA, UAE, Kuwait, Egypt), on Shopify and WooCommerce. Ran several accounts in parallel, audit through reporting.

EARLIER EXPERIENCE

Senior Media Buyer (contract, alongside the Hanafy role), Learn With Faris, KSA, Mar 2022 to Jan 2024. Social and ecommerce campaigns for Taager and Tagerly, Egypt, 2021.

SELECTED PROJECTS

Shopify Tracking Checker (scan.nabilkamel.com). Opens a Shopify store in a real browser and shows which ad and analytics tags actually fire. Its first version checked 35 Shopify stores in June 2026; every one had at least one tracking gap.

GTM Container Audit (gtm-audit.nabilkamel.com). Checks a GTM container export against 68 rules across consent, data quality, security, server-side and housekeeping, in the browser, without the file leaving the device.

SKILLS

Leadership: Team leadership (cross-functional, remote), international marketing strategy, growth strategy, marketing operations, budget and channel allocation, brand and campaign strategy, international events

Marketing analytics: Looker Studio, Windsor.ai, cross-channel dashboards, funnel analysis, attribution and UTM governance, A/B testing and CRO

Measurement: GA4, Google Tag Manager (web and server-side, Stape), Meta Conversions API, Google Enhanced Conversions, TikTok Events API, Snap Conversions API, event_id deduplication, pixel and tag QA, Consent Mode

Paid media: Meta Ads including Advantage+ Shopping, Google Ads (Search, Shopping, Performance Max), TikTok Ads, Snapchat Ads, prospecting and retargeting structures, ROAS, CPA and CPL optimization

Ecommerce, automation and CRM: Shopify, WooCommerce, n8n, Make, Zapier, ManyChat, Klaviyo, GoHighLevel, HubSpot, Zoho

Languages: Arabic (native), English (fluent), Russian (beginner)

EDUCATION AND CERTIFICATIONS

BEd, Arabic language and literature, Banha University, 2019 - 2023

Udacity Digital Marketing Nanodegree. Coursera WordPress for Business.