

Mohammed Adnan Ahdali

Personal Information

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Performance Marketing & Lead Generation Specialist with hands-on experience managing paid advertising campaigns across Meta, Google, TikTok, and Snapchat platforms. Experienced in building and optimizing complete customer acquisition funnels, from campaign strategy and tracking implementation to landing page development and conversion rate optimization.

Strong expertise in Google Tag Manager, GA4 Events, Meta Pixel, TikTok Pixel, audience targeting, creative strategy, and lead generation systems. Skilled at identifying performance bottlenecks across the entire funnel, including campaign setup, tracking accuracy, ad creatives, landing page UX, conversion paths, and lead quality improvement.

Proven experience managing advertising budgets averaging AED 50,000 per month across multiple accounts and industries, with a strong understanding of GCC market behavior and performance marketing best practices.

Education

Bachelor's Degree in Electronic Engineering

Faculty of Electrical and Electronic Engineering

Aleppo University, Aleppo, Syria.

Core Skills

❖ Paid Media & Performance Marketing:

- Google Ads
- Meta Ads (Facebook & Instagram)
- TikTok Ads
- Snapchat Ads
- Campaign Structure & Optimization
- Lead Generation Strategy
- Budget Management

❖ Tracking & Analytics:

- Google Tag Manager (GTM)
- Google Analytics 4 (GA4)
- GA4 Events Tracking
- Meta Pixel
- TikTok Pixel
- Funnel Tracking & Attribution

❖ Conversion Rate Optimization (CRO):

- Landing Page Optimization
- User Experience (UX) Analysis
- Funnel Optimization
- Audience Segmentation
- Retargeting Strategy

- Conversion-Focused Marketing

❖ **Tools & Platforms:**

- Google Ads Manager
- Meta Business Manager
- TikTok Ads Manager
- Snapchat Ads Manager
- WordPress
- Elementor
- AI Marketing Tools

Professional Experience

Limitless Holiday Travel Agency LLC (June 2024 – Present)

Digital Marketing Executive:

- Manage and optimize paid advertising campaigns across Google Ads, Meta Ads, TikTok Ads, and Snapchat Ads.
- Generate 30–40 qualified leads daily through paid advertising campaigns and optimized lead generation funnels.
- Build, manage, and optimize landing pages focused on improving conversion rates and lead quality.
- Implement tracking systems using Google Tag Manager, GA4, Meta Pixel, and TikTok Pixel.
- Monitor campaign performance, analyze key metrics, and continuously improve results through testing and optimization.
- Collaborate with sales teams to improve lead quality and overall marketing effectiveness.
- Manage advertising budgets across multiple platforms while maintaining performance objectives.

Dr. Tire (drtire.ae) – UAE (October 2025 – Present)

Freelance Media Buyer:

- Plan, launch, and manage paid advertising campaigns on Meta and TikTok for an auto parts and tires retailer.
- Achieved high CTR and low CPC through continuous audience and placement optimization.
- Lead professional, end-to-end management of paid campaigns across both platforms, from structure to budget allocation.
- Direct creative strategy and production for campaigns, including a recurring branded video series produced with AI generation tools.
- Continuously test and iterate ad creatives to reduce creative fatigue and sustain performance.

Sela Yapi – Turkey (April 2025 – Present)

Freelance Web Designer & PPC Specialist:

- Manage Google Ads campaigns targeting European and GCC markets for a prefabricated/steel-structure homes manufacturer operating B2B and B2C.
- Design and build professional, multilingual landing pages per product, applying conversion-focused design and behavioral psychology principles to increase lead quality.
- Implement professional tracking infrastructure using Google Analytics and Google Tag Manager.
- Analyze funnel performance and continuously optimize for conversion rate improvement across markets.
- Support business growth through performance-driven marketing strategies and continuous optimization.

Hollywood Smile Dental Clinic (February 2024 – May 2024)

Social Media Marketer / Web Designer:

- Managed paid social media campaigns focused on lead generation and customer acquisition.
- Created and optimized marketing content and ad creatives to improve campaign performance.
- Maintained and optimized website pages for improved user experience and conversions.
- Supported SEO activities including keyword research and content optimization.
- Analyzed campaign performance and implemented optimization strategies to improve ROI.

Freelancing

Freelance Digital Marketer & Web Designer (2022 – Present):

- Developed digital marketing strategies for service-based businesses.
- Built and optimized more than 10 landing pages and business websites using WordPress.

- Designed complete marketing funnels from traffic acquisition to lead generation.
- Managed paid advertising campaigns across Meta and Google platforms.
- Conducted audience research and market analysis to improve targeting and campaign effectiveness.
- Improved customer acquisition processes through funnel optimization and conversion-focused strategies.

Languages

- Arabic: Native.
- English: Professional Working Proficiency.