

# Saad Zook

## Digital Marketing Expert & PPC Manager

Alexandria, Egypt | +20 128 220 3560 | [contact@saadzook.com](mailto:contact@saadzook.com) | [saadzook.com](http://saadzook.com) | [linkedin.com/in/saadzook](https://linkedin.com/in/saadzook)

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### PROFESSIONAL SUMMARY

Performance marketer with 7+ years of experience planning, building, and scaling paid media programs across Google, Meta, LinkedIn, TikTok, and Amazon. Currently managing \$2M+ in annual ad spend for eCommerce, SaaS, and local service brands, with results of up to 9x ROAS. Engineer by training, specialized in full-funnel tracking and attribution — GA4, Google Tag Manager, offline conversion imports, and CRM integrations — that tie every advertising dollar to revenue.

### SELECTED RESULTS

- Rebuilt a Google Ads account for a lifestyle eCommerce brand to **3.2x blended ROAS**, with top product lines peaking at **9x**.
- Lifted conversion rates **+40%** and cut CAC **-30%** on \$250K of multi-channel spend at WPMU DEV, contributing to **+20% MRR growth**.
- Delivered **1,053 YouTube subscribers in 90 days** at an average cost of **\$0.41 per subscriber**.
- Run a multi-vertical home services program (solar, roofing, HVAC) across Google Search, Performance Max, LSA, and Meta with CRM-integrated offline conversion tracking.

### PROFESSIONAL EXPERIENCE

#### Paid Ads Specialist — Advirtis

Remote · White-label PPC fulfillment for marketing agencies | Mar 2024 – Present

- Manage and optimize Google Ads & Meta Ads for a large roster of clients with \$30K+/month budgets across eCommerce, SaaS, and local services.
- Achieved up to 9x ROAS for eCommerce clients via Search, Performance Max, Shopping, and remarketing campaigns.
- Build GTM & GA4 conversion tracking with CRM integrations (CallRail, ServiceTitan, GoHighLevel) and offline conversion imports, improving revenue attribution and scalability.
- Set up and optimize Google Local Services Ads for HVAC, plumbing, roofing, and solar businesses, including verification and lead quality management.
- Provide CRO consulting, landing page audits, and funnel optimization to maximize ROI.

#### Marketing & Advertising Specialist — WPMU DEV

Remote · Global WordPress SaaS platform | 2021 – 2023

- Managed Facebook, Google, Twitter, and LinkedIn Ads, achieving 25% ROI.
- Oversaw \$250K in ad spend, boosting conversion rates by 40% and ROAS by 20% while reducing CAC by 30% through strategic budget allocation and audience segmentation.
- Increased Monthly Recurring Revenue by 20% using data-driven strategies.
- Built partnerships with SaaS companies; managed newsletters, blog posts, and backlink exchanges to enhance cross-promotion.

- Used Google Analytics & Mixpanel to track KPIs and refine campaign performance.

### **eCommerce Project Manager — Divine Gear**

Remote · eCommerce | 2018 – 2020

- Launched and scaled an eCommerce store generating \$198K in revenue at 25% ROI.
- Managed Google Shopping, Search Ads, and Facebook retargeting, optimizing top-performing products.
- Researched new products, negotiated supplier terms, and handled customer support.

### **Digital Marketing Manager — DailyLists**

Remote · Digital publishing | 2017 – 2018

- Managed content monetization via Facebook Instant Articles & Google AdSense.
- Negotiated CPC rates, managed a team of virtual assistants, and optimized content for ad revenue growth.

## **EDUCATION & CERTIFICATIONS**

- B.Sc. Electronics & Communications Engineering — Alexandria University (2019)
- Advanced Digital Marketing Nanodegree — Udacity (2020)
- Advanced Marketing Analytics Nanodegree — Udacity (2022)
- Fundamentals of Digital Marketing — Google (2022)
- Google Ads Certified · Meta Blueprint Certified

## **SKILLS**

**Platforms:** Google Ads (Search, Shopping, Performance Max, YouTube), Meta Ads, LinkedIn Ads, TikTok Ads, Snapchat Ads, Amazon Ads

**Analytics & Tracking:** GA4, Google Tag Manager, Mixpanel, CallRail, ServiceTitan, GoHighLevel, Looker Studio, Google Search Console, Ahrefs, MailChimp

**Core Skills:** PPC Management, Bid Optimization, Keyword Research, CRO, Funnel Analysis, Landing Page Optimization, Offline Conversion Tracking, Client Reporting

**Languages:** English (Fluent), Arabic (Native)