

ADEL SHALAAAN

Digital Marketing Specialist | Performance Marketer | Media Buyer

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PROFESSIONAL SUMMARY

Digital Marketing Specialist and Performance Marketer with experience in planning, launching, managing, and optimizing paid advertising campaigns across Meta, Google Ads, and TikTok Ads. Skilled in media buying, audience targeting, campaign optimization, A/B testing, marketing funnel strategy, customer journey optimization, and performance analysis. Passionate about using data-driven marketing strategies to improve CTR, CPC, CPA, ROAS, and overall business growth.

CORE COMPETENCIES

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|-------------------------|---------------------------------|----------------------------------|
| • Digital Marketing | • Campaign Optimization | • CTR Optimization |
| • Performance Marketing | • Audience Targeting | • CPC Analysis |
| • Media Buying | • Marketing Funnel Strategy | • Lead Generation |
| • Meta Ads Manager | • Customer Journey Optimization | • Marketing Analytics |
| • Google Ads | • A/B Testing | • Creative Strategy |
| • TikTok Ads | • Performance Analysis | • UGC Testing |
| • Campaign Management | • ROAS Optimization | • Reporting & Dashboard Analysis |

PROFESSIONAL EXPERIENCE

Performance Marketing Specialist / Media Buyer

Intwo

2025 – Present

- Managed paid advertising campaigns across Meta, Google Ads, and TikTok Ads.
- Built and optimized marketing funnels.
- Conducted audience research and targeting.
- Optimized campaigns to improve CTR, CPC, CPA, and ROAS.
- Performed A/B testing for creatives and campaigns.
- Managed advertising budgets efficiently.
- Delivered campaign performance reports and strategic recommendations.
- Collaborated with designers and content creators to improve advertising performance.

Digital Marketing Specialist

Azberry | Part-Time

2026 – Present

- Planned and executed digital marketing campaigns.
- Managed campaign optimization across multiple advertising platforms.
- Analyzed marketing performance data.
- Prepared weekly and monthly reports.
- Collaborated with creative teams to improve campaign results.

Quality Control Engineer

United Arab Company (Food Manufacturing)

2024 – 2025

- Monitored product quality using analytical methods.
- Identified process gaps and implemented improvements.
- Reduced operational errors through continuous quality monitoring.
- Collaborated with cross-functional teams to improve efficiency.
- Applied analytical thinking to support performance-driven decision making.

EDUCATION

University of Baghdad

Bachelor of Agricultural Engineering

2019 – 2023

TECHNICAL SKILLS

- Meta Ads Manager
- Google Ads
- TikTok Ads Manager
- Microsoft Excel
- Microsoft Office
- Campaign Analytics
- Marketing Reporting
- Performance Optimization

SOFT SKILLS

- Analytical Thinking
- Problem Solving
- Communication
- Presentation Skills
- Decision Making
- Teamwork
- Time Management

LANGUAGES

Arabic – Native