IBRAHIM MAHER HASSAN

MARKETING & GROWTH MANAGER | PERFORMANCE MARKETING | BUSINESS GROWTH

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PROFESSIONAL PROFILE

Marketing and growth professional with 10 years of digital marketing experience, including 8 years in UAE healthcare. Experienced in developing multichannel acquisition strategies, managing performance budgets, improving customer journeys, and connecting marketing execution with measurable business outcomes. Background spans healthcare, wellness education, tourism and personal brands, with hands-on expertise across paid media, SEO, CRM coordination, content and cross-functional collaboration.

SELECTED IMPACT

- Managed AED 1.5M+ in cumulative advertising investment, focused on campaign efficiency, lead quality, bookings and growth.
- Supported patient database growth from approximately 7,000 to 27,000+ at Balsam Alrihan Medical Center through acquisition and retention initiatives.
- Supported acquisition of 20,000+ COVID-19 testing patients through paid and organic marketing at Advanced Center for Daycare Surgery over approximately 18 months.

CORE STRENGTHS

Marketing & Growth Strategy • Performance Marketing • Lead Generation & Customer Acquisition • Campaign Budgeting & Optimization • Brand & Content Strategy • Conversion Funnels • CRM & Lead Follow-up • SEO & Website Growth • Stakeholder Coordination • Reporting & Commercial KPIs

PROFESSIONAL EXPERIENCE

MARKETING MANAGER (CONTRACT) | Holistic Wellness Academy | KSA / Remote | 2026 – Present

- Plan and execute digital acquisition campaigns for wellness education programs, coordinating paid media, creative requirements, landing pages and audience targeting.
- Develop lead qualification and CRM handoff workflows alongside sales and community teams to improve follow-up visibility.
- Coordinate campaign performance reporting, content planning and enrollment funnel improvements across the Saudi market.

MARKETING MANAGER | Balsam Alrihan Medical Center | Abu Dhabi | Jan 2022 – Present

- Lead integrated marketing activity across Meta, Google, Snapchat, search visibility, website, social and direct communication channels.
- Manage advertising budgets and campaign optimization based on qualified inquiries, patient bookings, conversion trends and return on advertising investment.
- Support commercial growth through service-specific acquisition plans, patient retention, digital visibility and improved lead-handling processes.
- Collaborate with management, physicians, patient-facing teams and external stakeholders while considering UAE healthcare advertising requirements.

SENIOR DIGITAL MEDIA SPECIALIST | French Dental & Aesthetic Center | Abu Dhabi | Aug – Dec 2021

- Developed digital campaign plans, advertising copy and website content for dental and aesthetic services; supported channel selection and execution.

SOCIAL MEDIA SPECIALIST | Advanced Center for Daycare Surgery | Abu Dhabi | Dec 2018 – Jul 2021

- Managed social media campaigns, paid advertising, reporting and communications across healthcare service lines.
- Produced content and coordinated internal promotions, reputation management and patient acquisition initiatives.

SOCIAL MEDIA SPECIALIST | Trust Travels & Tourism | Dubai | Dec 2017 – Nov 2018

- Managed publishing calendars, paid campaigns and digital customer engagement across tourism channels.

SOCIAL MEDIA COORDINATOR | Ather El Gazal | Cairo / Saudi Clients | Sep 2016 – May 2018

- Coordinated multi-brand social content, paid Meta campaigns and campaign performance reports.

EDUCATION & CREDENTIALS

B.Sc. Mass Communication (Radio & TV) | Cairo University, 2015 | Very Good, GPA 3.25

Meta Certified Digital Marketing • Meta Certified Media Measurement Specialist • Advanced Social Media Strategy (FutureLearn) • Social Media Optimization (LinkedIn Learning)

TOOLS & LANGUAGES

Meta Ads Manager • Google Ads • Google Analytics 4 • Google Tag Manager • Google Search Console • CRM / Lead Tracking • Hootsuite • Photoshop • Microsoft Office

Arabic: Native | English: Professional working proficiency