

Loiy Ghalib Abdelkhalek Al-Haiki

Performance Marketing Specialist | App Growth Specialist

Location: Sana'a, Yemen | **Phone:** +967 772423823 | **Email:** loiyalhaiki@gmail.com | **Links:** [LinkedIn](#) | [Portfolio](#)

Professional Summary:

Performance Marketing Specialist with 8 years of experience in digital marketing, e-commerce, app growth, and customer acquisition. Experienced in planning, launching, optimizing, and scaling paid advertising campaigns across Meta and Google platforms.

Managed over \$27,000 in advertising spend, contributing to more than 69,000 app installs, 101,000 conversions, 1.1 million clicks, and 106 million impressions. Skilled in performance optimization, campaign analytics, audience targeting, executive reporting, and cross-functional team coordination.

Proven ability to improve marketing efficiency, support business growth, and deliver measurable results through data-driven decision-making.

KEY ACHIEVEMENTS:

- Managed over \$27,230 in advertising spend across Meta and Google Ads platforms.
- Executed and optimized more than 139 Meta advertising campaigns.
- Generated 106.8 million impressions across paid campaigns.
- Achieved 2.96 million Meta engagements.
- Delivered over 1.10 million Google Ads clicks.
- Generated more than 101.9 thousand Google conversions.
- Contributed to acquiring 69,966 app installs.
- Maintained an average cost per conversion of \$0.09.
- Achieved app install campaigns with an average CPI of \$0.08.

CORE COMPETENCIES:

Performance Marketing | Paid Media Strategy | App Growth | User Acquisition | Google Ads | Meta Ads | TikTok Ads | Snapchat Ads | Demand Generation | Campaign Optimization | Conversion Rate Optimization (CRO) | Customer Acquisition | E-commerce Marketing | Executive Reporting | Marketing Analytics | Budget Management | Audience Targeting | A/B Testing | Campaign Planning | Team Influencer Marketing | Creator Partnerships | UGC Campaign Management | Coordination | KPI Analysis

Tools & Platforms

Google Ads | Meta Ads Manager | Meta Business Suite | Google Analytics 4 (GA4) | Firebase | Google Workspace | Microsoft Office Suite | Excel Reporting | Canva | Adobe Photoshop

Professional Experience

Zahraah Company | Sana'a, Yemen | July 2025 - Present

Performance Marketing Specialist / Marketing Team Lead

- Managed and optimized 139+ Meta campaigns with \$15,400+ in spend, generating 106.8 million impressions and 2.96 million engagements.
- Supported Google App, Demand Gen, YouTube, and re-engagement campaigns, delivering 983,000+ clicks, 88,000+ conversions, and 69,966 installs at an average CPI of \$0.08.
- Led three influencer campaigns and managed UGC activations across Instagram and TikTok, overseeing creator sourcing, negotiations, briefs, approvals, and publishing.
- Managed a pipeline of 78 Instagram creators, securing 43 approvals and 41 activations that delivered 39 Reels, multi-day Stories, 30 Highlights, 783K+ views, and 19K+ interactions.
- Coordinated 12 TikTok creators and UGC production with four creators, deploying content across Meta and Google Ads campaigns.
- Prepared executive reports, performance dashboards, and growth recommendations for senior management.

Artex Trading Co. Ltd. | Sana'a, Yemen | 2018 - Present

Digital Marketing Officer

- Planned and executed seasonal, promotional, and product-focused marketing campaigns supporting company sales objectives.
- Developed campaign briefs, content plans, promotional messaging, and publishing schedules for marketing initiatives.
- Coordinated campaign execution between management, sales, design, and customer service departments.
- Supported Meta advertising activities through audience recommendations, budget allocation, campaign monitoring, and performance analysis.
- Contributed to campaigns generating approximately 20 million impressions and 10.9 million reach.
- Produced marketing reports and campaign evaluations to support business decision-making.
- Wrote Arabic marketing copy for promotions, product campaigns, exhibitions, and seasonal offers.

- Supported the implementation of entrepreneurship, financial literacy, and work-readiness programs for university students.
- Delivered workshops and training sessions to students and academic institutions.
- Managed operational and technical support activities for the INJAZ Digital Campus platform.
- Coordinated program data, participant records, and execution monitoring activities.
- Improved user experience and resolved operational and technical platform issues.

Education

Bachelor’s Degree in Business Information Technology - International University of Technology Twintech | 2019 – 2023
GPA: 3.85/4.00 | First Class Honors.

Professional Courses & Certifications

Language Qualifications

- Advanced English Diploma – New Horizons Institute, 2019.
- ACCESS English Program – AMIDEAST, U.S. Embassy Program in Yemen, 2014.
- French Language Studies – A1 Level – La Vie Institute, 2019.

Digital Marketing & E-commerce

- Social Media Management – Meta, via Coursera ,2026.
- Social Media Marketing – Meta, via Coursera ,2026.
- Advertising and E-commerce on TikTok – Aptly Certificate via Coursera, 2026.
- Snapchat Advertising / Snapchat Ads Course – Certificate via Coursera, 2026.
- Attract and Engage Customers with Digital Marketing – Google Certificate via Coursera, 2026.
- Digital Marketing and E-commerce – Google Certificate via Coursera, 2026.
- Social Media and Digital Content Strategy – Coursera in collaboration with the Digital Marketing Institute, 2026.
- Digital Marketing Analytics through Social Media – HP LIFE, 2022.
- Improving Online Business Success – HP LIFE, 2022.
- Effective E-commerce Website Design – HP LIFE, 2022.
- Digital Skills – Google Skills Program in collaboration with INJAZ Al-Arab and INJAZ Yemen, 2020.

Operations & Sales Management

- Project Management – Project Management Institute, 2025.
- Sales Basics: The Art of Sales – HP LIFE, 2025.
- Customer Experience for Business Success – HP LIFE, 2025.
- Information Technology for Business Success – HP LIFE, 2022.

Professional Development & Leadership

- Effective Leadership – HP LIFE, 2022
- Strategic Planning – Kamran Foundation for Development and Humanitarian Action, 2018
- Project Writing and Preparation – Kamran Foundation for Development and Humanitarian Action, 2018
- Peacebuilding for Youth – GIZ, 2017

Awards & Additional Experience

- Chief Executive Officer, Dopa Entertainment - Winner of the Best Digital Business Model Award in the Youth Entrepreneurship Competition, 2022.
- Intern - Yemen Oman Telecommunications Company during the university internship period, 2023.
- Teacher Assistant Training Program - New Horizons Center, 80 hours, 2018.

Languages

Arabic: Native | **English:** Professional Working Proficiency | **French:** Basic