

Magdy Bakr

Performance Marketer | Growth & Lead Generation



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Magdybakr43@gmail.com

Dubai

EDUCATION

Accounting

Damanhour University,
(2014 – 2018)

Performance Marketing Course

Eyouth(June 2023)

Business Development Professional

BDI (Sep 2026)

FWD Digital Marketing Certificate

Udacity (Aug2021)

Digital Marketing Certificate

Maharat Google (Sep2021)

SKILLS

- Performance Marketing
- Real Estate Marketing
- Google Ads
- Data & Analytics
- (GA4, GTM, Looker Studio)
- SEO
- (On-Page, Keyword Research, Organic Growth)
- Content Creation
- Social Media Advertising

LANGUAGE

- English
- Arabic

PROFESSIONAL SUMMARY

Performance Marketer with hands-on experience across UAE real estate, lead generation, funnels, landing pages, analytics, and paid media. Skilled in Meta Ads, Google Ads, GA4/GTM, CRO, SEO, and WordPress, with a strong focus on measurable ROI and scalable acquisition systems.

WORK EXPERIENCE

Grova Performance Marketing

Dubai | Feb 2026 – Present

Founder & Performance Marketing Lead

Lead growth strategy, performance marketing, client acquisition, and team operations. Build lead-generation funnels, optimize paid campaigns, and develop measurable growth systems focused on ROI, conversion, and scalable client acquisition.

Infinity Hills Real Estate

Dubai | 2023 – 2025

Performance Marketing Specialist

Managed AED 500K+ in Google Ads spend for Dubai real estate campaigns, contributing to 75+ closed deals. Reduced CPA by 25%, increased lead volume by 40%, achieved up to 5x ROAS, and improved organic traffic by 50% within six months.

Via Media

Dec 2020 – Jul 2023

Digital Marketing Specialist

Managed social media accounts, content planning, and paid campaigns across Facebook and Instagram. Analyzed campaign performance, optimized targeting and creative, and supported lead generation and audience growth.

Brands Cave

Jan 2020 – May 2020

Web Developer (Remote)

Built and maintained responsive web pages with a focus on UX, functionality, speed, and conversion. Delivered updates efficiently while maintaining a strong balance between usability and design quality.

Vola Agency

Apr 2019 – Jan 2020

Front-End Developer

Developed responsive front-end pages and interfaces with a focus on usability, visual consistency, and performance. Collaborated on website updates and delivered features within project timelines.

REFERENCE

- [Portfolio](#)
- [LinkedIn](#)