

Nour M'hamedi

Performance Marketing Specialist

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<https://nourventure.com/>

Google-certified performance marketing specialist with 7+ years of experience designing and executing data-driven digital marketing strategies. I help businesses improve ROI, scale lead generation, and build profitable sales funnels.

Learn more about my services and approach at nourventure.com, a website I built to reflect my work in performance marketing.

Work Experience

Performance Marketing Specialist

Feb 2024 - Present

3DXB Group – 3D Construction Company | Dubai, United Arab Emirates (Remote)

- Developed the company's website, establishing its online presence.
- Designed and implemented an analytics dashboard for performance tracking.
- Manage and optimize high-intent lead generation campaigns on Google Ads and LinkedIn Ads in the industrial-scale 3D printing sector for construction.

Paid Ads Specialist

Mar 2023 - Jan 2024

B2B Marketing Agency (Via Upwork) | United States

- Audited a large-scale Google Ads account and delivered a 30-page report outlining key inefficiencies and optimization opportunities.
- Managed a \$91.5K ad budget, optimizing campaigns for efficiency and maximum ROI.
- Achieved a 318% increase in conversion rate and a 63% reduction in CPA through data-driven optimizations.

Digital Marketing Specialist

Mar 2020 - Mar 2023

Mk Way – Digital Marketing Agency | Toronto, Canada (Remote)

- Developed and executed digital strategies for 27 clients across diverse industries in Canada.
- Led cross-functional teams to deliver high-quality creative assets, sales funnels, and landing pages.
- Conducted Google Ads audits and managed SEM/SMM campaigns at scale, supported by custom reporting dashboards.
- Provided thought leadership and industry insights to support the agency's growth and positioning.

Digital Marketing Specialist

May 2019 - Oct 2019

MOVii – Fintech Startup | Bogotá, Colombia

- Managed a \$100K advertising budget, reducing customer acquisition costs by 20%.
- Led mobile app user acquisition across Search, Display, YouTube, UAC, and social media, acquiring 160,000 new users.
- Defined marketing requirements for a new mobile-first website in collaboration with HAVAS Media; partnered with Google and Meta premium advisors to optimize high-spending ad accounts.

Digital Marketing Specialist

May 2019 - Oct 2019

MOViiRED – Fintech Startup | Bogotá, Colombia

- Executed app-install campaigns on Facebook and Instagram, driving significant user growth.
- Analyzed funnel data to identify product improvement opportunities, increasing onboarding conversion rates.
- Created retention-focused social campaigns and developed a PPC strategy for a corporate alliance with Grupo Éxito.

Marketing and Sales Director

Oct 2017 - Apr 2019

Printu Colombia - Startup | Bogotá, Colombia

- Managed and optimized Google Ads campaigns, increasing ROAS from negative to 800%; also ran social media and email marketing campaigns.
- Led the sales and customer service team, implementing a CRM, loyalty program, and sales incentive plan that boosted performance.
- Drove growth initiatives in a high-pressure, Spanish-speaking startup environment, aligning marketing and sales to support business objectives.

Financial Analyst Internship

Feb 2016 - Aug 2016

Pacific Agri Capital - Private Equity Fund | Bogotá, Colombia

- Developed a business plan for a \$45M rubber plantation project owned by two former Colombian ministers.
- Conducted market research and created an investment thesis using global and local data, pricing trends, and macroeconomic indicators.
- Produced a pitch book and teaser used in client fundraising and investor outreach efforts.

Core Skills

• **Digital Marketing:** Paid Media (Google Ads, Meta Ads, LinkedIn Ads), Funnel Optimization & CRO, Performance Analytics & Dashboarding, Multilingual Campaign Management, HTML, Javascript, Wordpress

• **Extensive International Exposure:**

Lived in 25+ countries over 12 years, including Colombia, China, and Kenya. This experience strengthened my adaptability, cultural awareness, and ability to collaborate with international teams.

Education

Master's Degree in Finance

Ibn Khaldoun University 2013

Languages

English (*Fluent*), Arabic (*Native/Fluent*), French (*Fluent*), Spanish (*Fluent*)

Certificates

Google Ads Certifications

Google

Coca-Cola Global Business Institute (Entrepreneurship Scholarship)

Kelley School of Business, Indiana University, USA

Interests

Psychology, Philosophy, and Neuroscience—interests that inform my strategic approach to consumer behavior and decision-making.