



RANA ROMOH

Performance-Driven Digital Marketing Strategist Navigating the MENA Market



CONTACT ME

-  +962-789-4299-52
-  Ranaromoh@gmail.com
-  Jordan- Amman
Willing to Relocate

SKILLS

- Performance Marketing
- Programmatic Advertising
- Media Planning & Buying
- Google Analytics & Data Studio
- Remote Team Management
- Budget Management & ROAS Optimization
- Analytics & Reporting

CERTIFICATIONS

- Google Ads (Search, Display, Fundamentals), Google Analytics IQ, DV360 Certification
- Facebook Certified Digital Marketing Associate
- Apple Search Ads Certification
- Marketing Analytics (Digital Analytics for Marketing Professionals),

LANGUAGE

- English (Fluent)
- Arabic (Fluent)

EDUCATION

- University of Jordan (2008-2012)
- B.A in English Language and Literature
- GPA: V.Good (3.36)

ABOUT ME

Results-driven digital marketing leader with 10+ years of experience in performance marketing, social media strategy, and programmatic advertising across MENA. Proven track record of optimizing ROI, scaling digital campaigns, and leading cross-functional teams. Passionate about driving data-informed strategies that connect brands with audiences.

EXPERIENCE

Head of Performance Marketing

Oct 2022 - Present

Pixel Pure Hat, Dubai (Remote)

- Built and executed performance marketing strategies for global clients with a focus on programmatic advertising.
- Managed large-scale budgets across Meta, Google, and programmatic platforms, consistently achieving target KPIs (ROAS, CAC).
- Identified and tested new growth channels, contributing to long-term client success and innovation.

Senior Digital Performance Executive

Feb 2021 - Sep 2022

Hashtag Agency, Dubai (Remote)

- Led digital advertising strategies for KSA and UAE clients, adapting campaigns to local media landscapes and cultural nuances.
- Developed full-funnel media plans across Meta, Google, YouTube, and TikTok, improving client ROAS and lead quality.
- Conducted deep market research and competitive analysis to guide targeting and messaging.

Digital Marketing Manager

Feb 2017 - Jan 2021

SilveryHorse, Jordan

- Led performance marketing for 500+ clients across various industries (retail, tech, healthcare, F&B) throughout the MENA region.
- Managed a cross-functional team of designers, content creators, and community managers to deliver full-funnel digital campaigns.
- Planned and executed multi-platform strategies across Meta, Google Ads, and social channels — consistently achieving strong ROAS and lead growth.

Digital Marketing Specialist

Aug 2014 - Jan 2017

Na3am Games, Jordan

- Drove user acquisition for gaming apps, educational platforms, and digital comic books through paid campaigns and social media.
- Optimized Google Ads campaigns (Search & Display), increasing CTR by 40% and traffic by 60%.
- Built full-funnel tracking using Google Analytics to measure ROI and improve performance

Social Media Officer

Apr 2012 - Jun 2013

Iris PR, Dubai (On-Site)

- Led the agency's early social media efforts, managing content calendars, scheduling, and online engagement.
- Created and executed social media campaigns aligned with PR initiatives and client goals.
- Monitored media coverage and audience sentiment across platforms