

ABOUT ME

Hello,I am Kamal

Performance marketing director with +13 years of experience scaling acquisition across SaaS, fintech, travel technology, eVisa services, and restricted/high-risk verticals. Specialized in Google Ads, Meta, Bing, Reddit, programmatic DSPs, offline conversion imports, funnel-routing QA, landing-page testing, and account-risk troubleshooting.

EDUCATION

Bachelor Degree

Middle East University | International Business | 2014 - 2016

Bacc. II Degree

Beirut Baptist School | Sociology & Economics | 1996 - 2011

SKILLS

- High-risk paid media operations
- Restricted category acquisition
- Google Ads
- Meta, Bing, Reddit, DSPs
- Offline conversion imports
- GTM / GA4 / Looker Studio
- Landing-page CRO and QA
- Budget scaling and account recovery
- Audience segmentation and retargeting
- Creative testing and localization

LANGUAGES

- English - professional
- Spanish - professional
- Arabic - native
- French - basic

HARD SKILLS

- Performance marketing strategy
- Full-funnel acquisition strategy
- CPA and ROAS optimization
- Lead generation and demand capture
- Audience segmentation
- A/B testing and experimentation
- Conversion rate optimization
- Go-to-market campaign planning
- Budget allocation and scaling
- Data-driven decision-making

TECHNICAL STACK

- Google Ads
- Meta Ads
- Bing Ads
- Reddit Ads
- Programmatic DSPs
- Google Analytics 4
- Google Tag Manager
- Looker Studio
- WordPress landing pages
- Ad creative design
- Video editing for social
- Reporting dashboards

CERTIFICATIONS

- Google Ads Search Certification
- Google Analytics Certification
- LinkedIn Marketing Solutions Fundamentals
- Google Analytics for Business
- Lead Generation Accelerator

SOCIALS

-  www.linkedin.com/in/kamalshmaissani/
-  www.facebook.com/kamal.shmaissani/
-  www.instagram.com/kamalshmaissani/
-  www.linkedin.com/in/kamalshmaissani/

Experience.

Senior Performance Marketer - Team Lead

ByteTravel - Visagov & Roamic eSIM | Barcelona, Spain | April 2024 - Present

- Lead end-to-end acquisition strategy across Visagov eVisa services and Roamic eSIM, managing Google Ads, Bing, Meta, Reddit, paid social, and programmatic activity across international markets.
- Manage acquisition in high-risk and policy-sensitive environments, balancing aggressive growth targets with campaign stability, landing-page diagnostics, account-risk checks, and rapid issue resolution.
- Built offline conversion import workflows to preserve conversion-learning continuity and improve signal quality during tracking interruptions, market pivots, or platform reviews.
- Developed segmented keyword, ad-copy, and phased-launch frameworks to validate traffic quality, impression momentum, and commercial intent before scaling higher-risk campaigns.
- Ran controlled landing-page, funnel-routing, and CRO tests to increase conversion rates while maintaining clean measurement, QA process, and channel-specific reporting.
- Achieved an average 4x ROAS across travel technology and services while maintaining efficient CPA performance at scale.
- Launched go-to-market strategies for new visa and eSIM markets, supporting ByteTravel international expansion and service diversification.

Organic & Paid Media Director

Bookmap | USA & Cyprus | July 2022 - Present

- Lead Bookmap’s organic and paid acquisition function, managing the team responsible for paid media, organic content, social/community growth, and performance reporting.
- Own the full media planning cycle: budget allocation, channel mix, campaign roadmap, forecasting, KPI definition, weekly performance reviews, and execution governance.
- Execute and optimize campaigns across Google Ads, Meta, Bing, Reddit, YouTube, and programmatic DSPs, supporting acquisition across the US, EU, LATAM, APAC, and MENA.
- Grew revenue from roughly \$2K to \$1M+ over an 18-month period by building a multi-channel acquisition engine and reallocating spend toward the highest-performing markets, offers, and funnel stages.
- Built campaign architecture for a subscription-based trading platform, combining demand capture, retargeting, localized creative, landing-page alignment, and ROAS/CPA optimization.
- Aligned organic and paid acquisition by connecting content, YouTube, Discord/ community growth, education assets, and paid media into one acquisition and monetization system

Marketing Coordinator Manager

Nixi1 | Madrid, Spain | October 2023 - January 2024

- Designed inbound marketing and sales strategies to increase qualified lead conversion and strengthen brand perception.
- Led MQL to SQL campaigns, visuals, sales enablement, landing pages, and mid-funnel campaigns across Google, Meta, and LinkedIn.
- Produced thought-leadership and SEO-driven content supported by Google Analytics and performance dashboards.

Performance Marketing Specialist

Publicis Groupe | Lebanon/UAE | June 2021 - June 2022

- Managed performance marketing campaigns for Citibank, focused on acquiring sales-qualified leads (SQLs) through paid digital channels.
- Planned, launched, and optimized lead generation campaigns across Google Ads and Meta Ads, targeting high-intent audiences for banking and financial products.
- Built campaign structures across Search, Display, and paid social, managing audience targeting, ad copy, budget pacing, and daily performance optimization.
- Monitored lead quality and campaign efficiency across KPIs including CPL, CPA, CTR, CPC, conversion rate, and SQL volume.
- Coordinated with account, creative, and client teams to align campaign messaging, landing pages, and lead forms with Citibank’s acquisition objectives.
- Prepared performance reports and optimization recommendations, helping improve lead generation efficiency and campaign scalability.

Media and Marketing Manager

Moustache Group | Lebanon | May 2018 - May 2021

- Managed the marketing department across paid media, ATL, TTL, CRM, product marketing, and offline campaign execution.
- Planned and executed integrated campaigns across Google Ads, paid social, SMS, email, product launches, retail promotions, and offline activations.
- Owned campaign strategy, media planning, budget allocation, creative coordination, execution timelines, and performance follow-up.
- Coordinated with sales, operations, creative teams, and external suppliers to ensure campaign delivery, brand consistency, and commercial alignment.

Account Manager

MindField Digital | Lebanon | September 2017 - May 2018

- Served as the client-facing account lead for organic marketing accounts, managing communication between clients and the internal organic marketing team.
- Translated client business objectives into clear briefs for content, social media, and organic campaign execution.
- Coordinated deliverables between clients and internal teams, ensuring timelines, feedback, approvals, and campaign requirements were properly managed.
- Supported organic growth initiatives across content planning, social media activity, website updates, and performance-driven campaign recommendations.
- Prepared client updates and performance summaries covering organic visibility, engagement, content performance, and campaign progress.
- Managed client feedback and revision cycles, ensuring requests were communicated clearly to the execution team while maintaining quality and consistency.
- Helped align organic marketing work with client goals, brand positioning, and broader digital growth objectives.