



# Digital Marketing Portfolio

I buy media. I tell stories. I speak results.

By:  
Emadeldin Taha

#0001

Hello, I'm  
Emadeldin  
Taha!



# I Tamed the Algorithm.

**Yeah, Google gave me a badge for it.**

After thousands of clicks, endless CPC battles, and one too many “limited by budget” warnings — I survived.

Now officially certified to make Google Ads work for me, not against me.



This acknowledges that  
**Emad Mahgoub**

Has successfully completed and is certified in  
**Google Ads Search Certification**

# Vision & Mission of My Life (and Ads).

## Make a target

Build something that makes noise in silence — a brand that speaks before the ad does.

## Vision

To turn boring ads into conversations people actually want to click. Building campaigns that sell without shouting — smart, bold, and a little sarcastic.

## Mission

To help brands stop begging for attention and start earning it. Because when strategy meets storytelling, sales follow naturally (and cheaper).

# Marketing strategy

Marketing Strategy (a.k.a. organized chaos that sells).

## Goals & targets

I don't chase followers — I chase conversions.  
Every ad, caption, and pixel has one job: make people stop scrolling and start buying.

## Analytics & Reports

Numbers don't lie — they just expose bad ideas.  
I read data like poetry: impressions, CTR, ROAS — every stat tells me what worked and what flopped.

## Adaptation & Evolution

Algorithms change. I change faster.  
From trends to tools, I evolve before the update even drops.

# Facebook & Instagram

2025



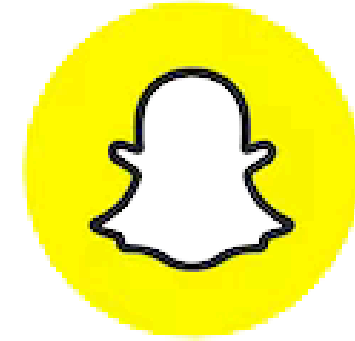
## 2000+ Sales in a month

Performance-driven Facebook campaigns for perfume brands. From product launches to scaling best sellers, I optimize ads to drive purchases, boost ROAS, and grow fragrance brands profitably.

	Clicks	CPC (all)	Purchase ROAS (return on ad...)	Attribution setting	Results ↓	Cost per result ↓
<b>Popular</b>						
Emadeldin Taha	1,463	0.32	0.11	7-day click or ...	892 Messaging conversat...	1.46 Per Messaging Conv...
300 Offer	599	0.31	—	7-day click or ...	607 Instagram profile visits	0.29 Cost per Instagram pr...
it Ad	773	0.90	—	7-day click or ...	478 Messaging conversat...	3.78 Per Messaging Conv...
(Duplicate)	8,382	0.49	6.07	7-day click, 1-...	425 Website purchases	18.05 Per Purchase
it Ad - Copy	799	0.77	—	7-day click or ...	343 Messaging conversat...	6.19 Per Messaging Conv...
(Duplicate)	577	0.57	—	7-day click or ...	332 Messaging conversat...	3.96 Per Messaging Conv...
it Ad	535	0.04	—	7-day click or ...	272 Landing Page Views	0.15 Per Landing Page Vie...
(Duplicate)	319	0.41	—	7-day click or ...	189 Messaging conversat...	1.48 Per Messaging Conv...
(Duplicate)	304	0.58	—	7-day click or ...	169	4.90
New Engagement Ad - Copy						
Results from 36 ads	18,955	0.62	3.01	Multiple attri...	—	—
Excludes deleted items	Total	Per Click	Average		Multiple conversions	Multiple conversions

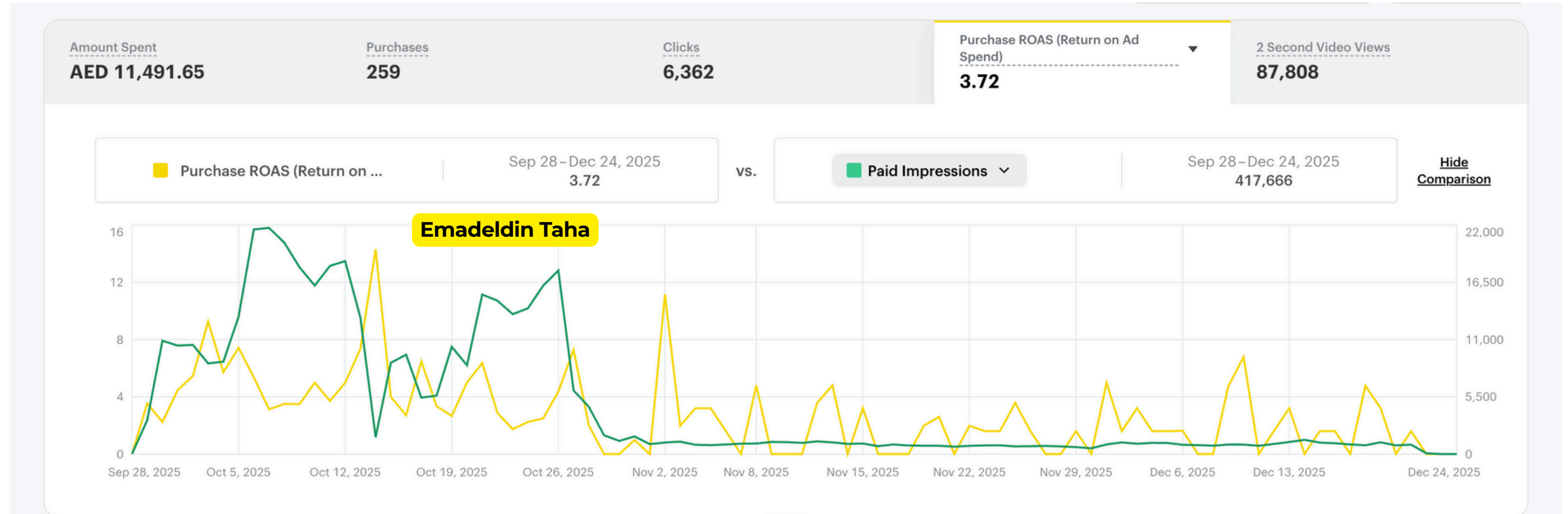
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# Snapchat Projects



## 259+ in Sales

Performance-driven Snapchat campaigns focused on reach, recall, and conversions. From law firms to e-commerce brands, I test, optimize, and scale what actually works — turning views into measurable results.

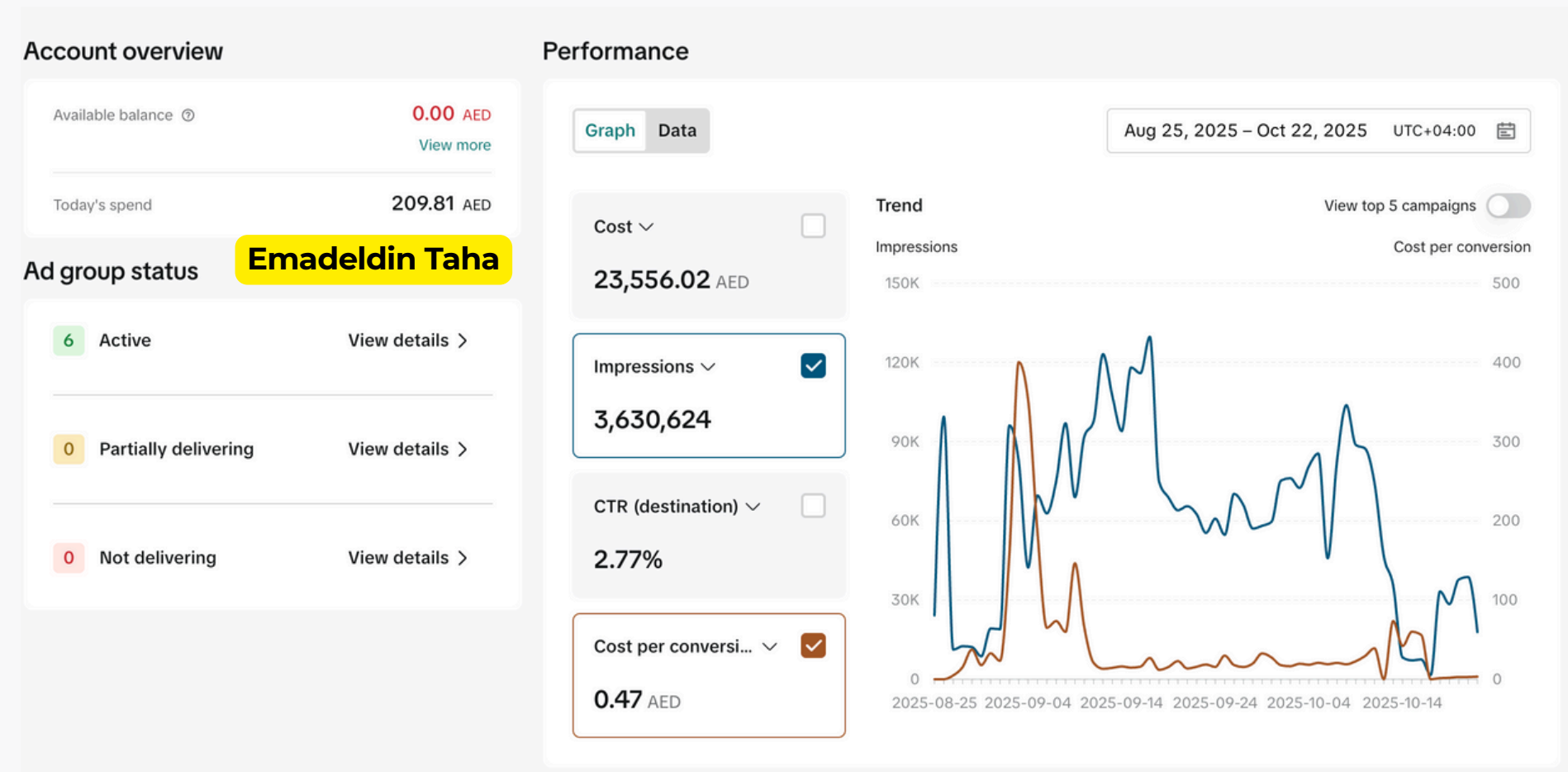


# Tiktok Project



## 0.47 Cost Per Result

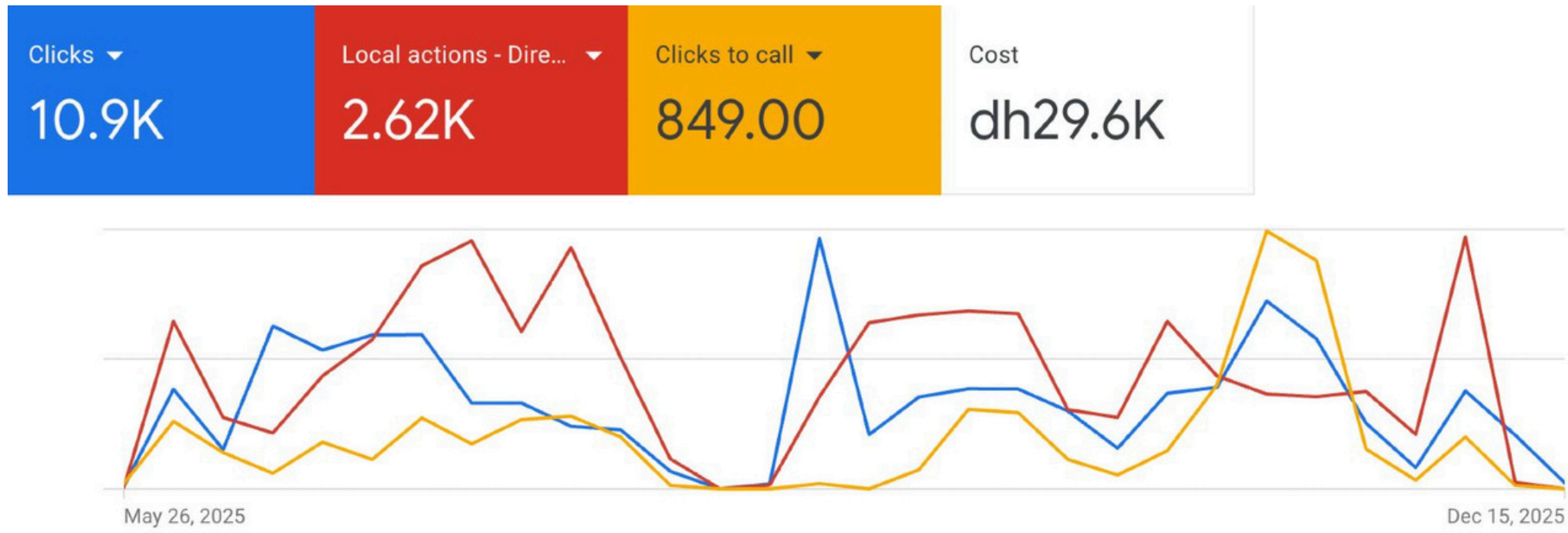
Performance-focused TikTok campaigns for perfume brands. From viral creatives to scalable sales, I test, optimize, and scale ads that turn attention into purchases.





Google Ads

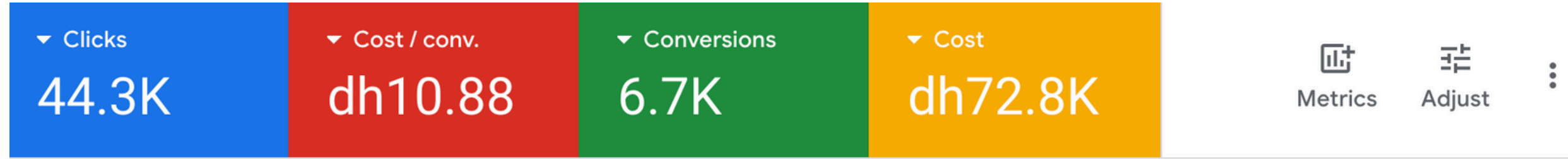
From Google Search to  
Real Calls.



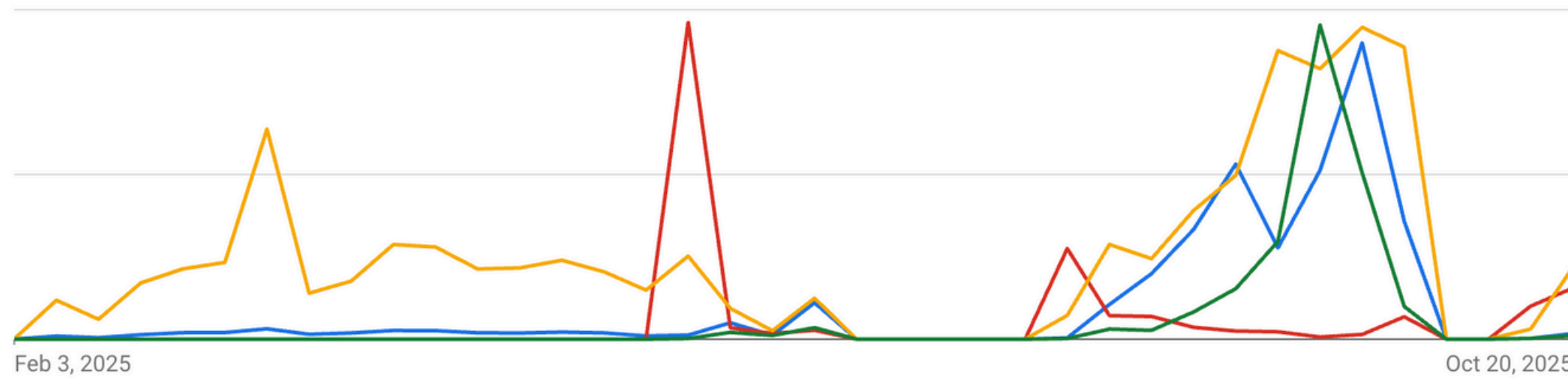
- I build performance campaigns that turn intent into action.
- Every click, call, and conversion is tracked, tested, and optimized.

# Google Ads.



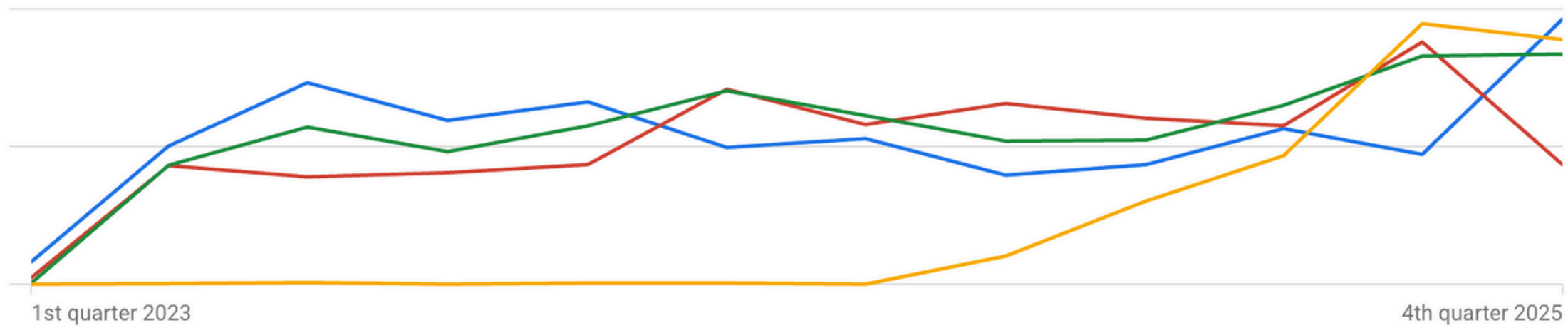
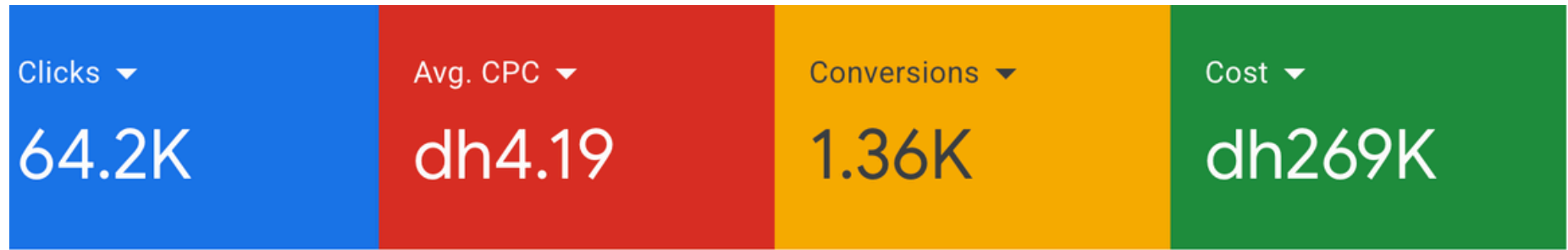


- Clicks: 44.3K
- Cost/Conv.: AED 10.88
- Conversions: 6.7K
- Ad Spend: AED 72.8K



# What I Actually Do:





- I don't run ads.
- I engineer performance — from search intent to real calls.

# Results over noise.

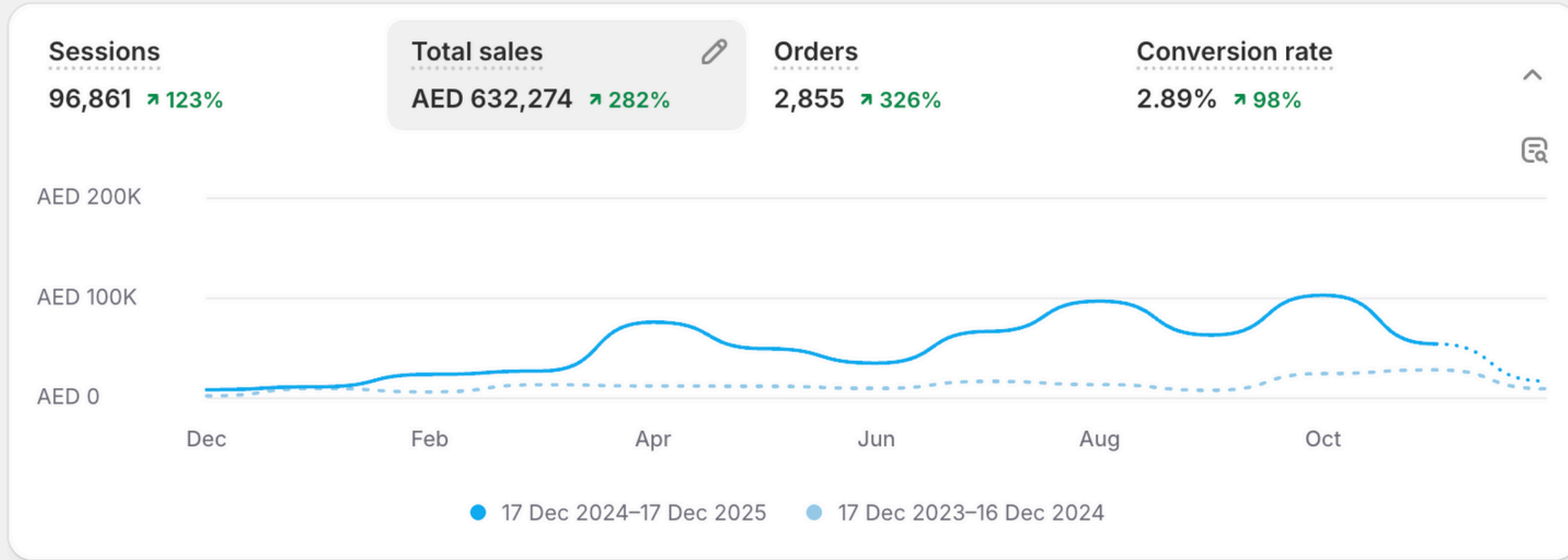




- Conversion-led ecommerce
- Sales over traffic

# Built for Shopify revenue





- Ads are just the engine.

# I drive Shopify revenue.

# Let's Work Together (Before your ads embarrass you again).

I build brands that actually convert.

Not fluff, not vanity metrics — results that show up in dashboards and bank accounts.

If you're serious about growing, let's make your brand impossible to scroll past.

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