

Leen Aldarf

Performance Marketing Specialist | Meta Ads & Lead Generation | Growth & Conversion-Focused

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PROFESSIONAL SUMMARY

Performance Marketing Specialist with a proven track record of driving scalable growth through data-driven campaigns, content strategy, and full-funnel optimization.

Generated 1,000+ inbound leads per month and achieved 4,000%+ audience growth by restructuring campaign systems, improving targeting, and building high-performing content strategies.

Experienced in managing Meta Ads, multi-platform campaigns, and digital ecosystems—combining performance thinking with storytelling to turn complex services into high-converting digital experiences.

Focused on driving measurable business impact through high-intent lead generation and conversion-focused campaign strategies.

Key Impact & Performance Highlights

- Generated **1,000+ inbound leads/month** through performance campaigns
- Achieved **4,000%+ Instagram growth** via content & strategy restructuring
- Delivered **2.2M+ video views** through campaign-driven storytelling
- Transformed fragmented ad accounts into a **scalable performance system**
- Improved website UX & service clarity through **content and journey restructuring**

Core Expertise

- Performance Marketing (Meta Ads, Lead Generation)
- Campaign Strategy & Funnel Design
- Audience Targeting & Segmentation
- Social Media Growth & Content Systems
- Marketing Analytics & Optimization

Tools & Platforms

Meta Ads Manager | Google Ads | TikTok Ads
Meta Business Suite | Zoho CRM
Figma | Canva | CapCut | WordPress

PROFESSIONAL EXPERIENCE

OnTime Group – Dubai

Digital Marketing Executive | Jan 2025 – Present

Performance Marketing & Growth Focus

Led performance marketing and digital growth strategy for a multi-service platform, managing campaigns across Meta, Google, and social media channels.

- Generated 1,000+ monthly inbound leads, primarily high-intent and conversion-ready, by optimizing audience targeting, messaging, and full-funnel campaign strategy across Meta and Google Ads
- Increased Instagram reach by **4,000%+ within 6 months** through content restructuring and performance optimization
- Built and managed **multi-platform campaigns (Meta, Google Ads)** focused on lead generation and conversion

- Restructured fragmented ad accounts into a **centralized performance-driven system**, improving efficiency and tracking clarity
- Designed **end-to-end customer journeys**, optimizing traffic flow toward high-conversion channels (e.g., WhatsApp)
- Optimized campaign performance based on key KPIs such as CPA, CTR, and conversion rates to maximize lead quality and efficiency
- Led **website content restructuring & UX flow**, improving service clarity and user experience
- Developed content strategies combining **storytelling + performance insights** to drive engagement and conversions

The Syrian Arab Red Crescent – Damascus, Syria

Digital Media Officer | Mar 2023 – Oct 2024

- **Produced** story-driven digital content campaigns highlighting humanitarian initiatives and community impact.
- **Managed** social media storytelling strategies to increase public engagement and awareness.
- **Developed** content calendars focused on community engagement and campaign communication.
- **Created** scripts and visual content for social media campaigns.
- **Analyzed** audience insights to refine messaging and improve engagement.

Affinity Sources (Remotely) – Damascus, Syria

Front-End Developer | Dec 2023 – Jan 2025

- **Contributed to** building the official Syrian Arab Red Crescent website, improving accessibility and usability.
- **Developed** responsive front-end components and optimized website performance.
- **Conducted** testing and debugging to ensure functionality and user experience quality.

The Syrian Arab Red Crescent – Damascus, Syria

Volunteer Translator | 2021 – 2023

- **Translated** humanitarian communication materials and reports.
- **Contributed to** storytelling initiatives highlighting field operations and beneficiary impact.

EDUCATION

Bachelor of Computer Science Engineering

Jamia Hamdard University | 2018–2022 | Delhi, India

CERTIFICATIONS

- Meta Social Media Marketing Specialization
- Meta Front-End Developer Specialization
- Google Digital Marketing & E-commerce (In Progress)
- IEP Ambassador Program
- Wedu Leadership Program

LANGUAGES

Arabic — Native

English — Professional Proficiency