



ZAKARIA ELALLAOUI

DIGITAL MARKETING EXPERT · SENIOR MEDIA BUYER

Portfolio (verified results): zakportfolio.ink

Performance-driven digital marketer with 9+ years directing paid social, search and e-commerce growth across MENA, EU and US markets. **\$600K+ ad spend managed since 2017** — flagship account at **8.40x blended ROAS** (verified via Meta Marketing API). Founder of **FrameGen** (framegen.io), an AI video-ad generation SaaS.

PAID MEDIA EXPERTISE

- Meta Ads (FB & Instagram) — Expert
- Google Ads (Search, Shopping) — Expert
- TikTok Ads — Expert
- Snapchat Ads — Expert
- Full-Funnel Strategy & Scaling
- Media Buying & Budget Management

ANALYTICS & TRACKING

- Google Analytics (GA4)
- Meta Pixel & Conversions API
- KPI Analysis & Reporting
- Conversion Funnel Optimization

MARKETING & PLATFORMS

- Email Marketing & Deliverability
- SEM / SMM Strategy
- Shopify & WordPress (CMS)
- HTML / CSS

AI & AUTOMATION

- Founder — FrameGen (framegen.io)
- AI-Assisted Development (Claude Code)
- Meta Marketing API automation
- Linux VPS Deployment & Management
- Workflows (Make.com, n8n)

EDUCATION

IGP School — Casablanca

Bachelor's in Digital Marketing, 2023–2024

Abdelmalek Essaadi University — Tanger

Associate Degree in Economics, 2016

Institut Hermès — Tanger

Diploma in Computer Development

CONTACT

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HOBBIES

- Music (Guitar, Vocals) · Chess

PROFESSIONAL EXPERIENCE

Digital Marketing Manager | Omega Capital

January 2023 – Present

- Direct end-to-end digital marketing strategy — channel selection, creative direction, campaign deployment and continuous optimization — across Meta, TikTok and Google Ads for a multi-vertical client portfolio (fashion, food & beverage, healthcare, home energy, e-commerce).
- **Scaled an international fashion brand to \$51.7K spend at 8.40x blended ROAS** (verified via Meta Marketing API) — Advantage+ carrying \$21.4K at 9.84x, UGC creative tests peaking at **16.02x ROAS**.
- Grew MENA e-commerce operations (Shop24): 233 concurrent ads, **18.5M impressions**, campaign purchase ROAS up to **18.6x**; specialty coffee DTC at 2.51x ROAS on a \$0.57 CPM.
- Generated **2,200+ healthcare leads at \$1.41–2.72 CPL** (72% appointment-confirmation rate) and high-ticket solar leads in France at €41/lead with full-stack tracking (LP + Pixel + Conversions API).
- Drive e-commerce KPI analysis to inform budget allocation, translating performance data into actionable growth strategy, with clear ROI reporting to stakeholders.

Digital Marketing Manager | Albor SARL

July 2020 – April 2022

- Directed digital marketing and media-buying strategy for a multi-client portfolio, owning the full campaign lifecycle from creative through deployment.
- Ran mobile app user-acquisition at scale: **102K+ installs at CPIs as low as \$0.03**, including post-iOS14 SKAdNetwork structures.
- Analyzed e-commerce KPIs to continuously optimize performance and ensure goal attainment across accounts.

Digital Marketing Manager (Remote) | Klik Markt — Netherlands

January 2019 – January 2020

- Owned digital marketing strategy and conversion funnel optimization for a Dutch e-commerce operation (fashionu.nl), fully remote: **€107K in sales and 3,844 orders in a single 90-day window**.
- Managed product research, supplier negotiation and inventory alongside paid social scaling across Meta and Snapchat platforms.

Independent E-commerce Operator | US · UK · Canada · Australia

2017 – 2021 (in parallel with agency roles)

- Launched and operated dozens of direct-response e-commerce stores targeting the big-4 English-speaking markets — full cycle: product research, store builds, Meta ads testing/scaling and daily kill/scale decisions — driving much of the **\$500K+ spend** across a 50-account Business Manager.

Digital Marketing Manager / Mailer Agent | Honest Media

September 2016 – November 2018

- Led email marketing strategy and a team of mailers — campaign planning, HTML development, list optimization and performance analysis.
- Managed server infrastructure and deliverability, engineering anti-spam safeguards to protect sender reputation.
- Began managing Meta ad accounts at scale — growing into **\$500K+ spend through 2022** across a 50-account Business Manager.