

Mohannad Barahma

Digital Marketing Manager at Match, one of the leading perfume brands in Saudi Arabia and the Gulf. Arabic and English.

12 years in sales and marketing. Over SAR 100M in ad spend managed.

Today I run Match's ads in 5 countries. I turn ad budgets into predictable revenue across e-commerce, apps and retail.

Results

- **SAR 1M in sales in an average month** for Alaown for Oud, on 30% less ad spend. Best day: SAR 70K.
- **ROAS 1.9 to 3.5**, spend paid back in under 45 days, and CPA down 25 to 40%, across 15+ accounts at Aazr.
- **445% more installs** for a fintech app at 22 Communications, at 64% lower cost, completion rate from 28.6% to 49.0%.
- **SAR 4.28M in sales** for a restaurant group at 22 Communications, up 13%.
- **SAR 10K to 240K a month** for Matjr Al Fadel, with a 12-month roadmap.
- **SAR 1M+ in year one** for Wafaa Trading's online channel, built from zero.

Roles



Thick thread: my main job. Thin: what ran beside it.

Jul 2026 – now Digital Marketing Manager, Match and all its group brands: ads in Saudi Arabia, the UAE, Qatar, Kuwait and Oman Full time

Oct 2025 – Jul 2026 Performance Marketing Manager, 22 Communications Full time

Sep 2024 – Oct 2025 Head of Performance Marketing, then Head of Marketing, Aazr Digital Agency Agency · ↑ Promoted

Jan – Aug 2024 Digital Marketing Manager, Attas Marketing Alongside

Jan 2023 – Jul 2026 Marketing Manager, Alaown for Oud Full time, then part time · Alongside

Aug 2022 – Jan 2023 JoudEast: a brand launched from scratch on Salla, Noon and Amazon, SAR 50K+ in sales in month one Full time

Jan 2020 – May 2022 E-commerce Manager, Wafaa Trading Full time

Feb 2017 – Jan 2020 Store Supervisor, then E-commerce Manager, Max Telecom: moved the shop onto Noon and Amazon Full time · ↑ Promoted

Feb 2014 – Aug 2016 Sales: a phone shop (Al Arab Tower Telecoms), then B2B and B2C sales (Shaheen) Full time

For HR In Saudi Arabia · Leads a team at Match · BSc Marketing, expected 2028
Alongside these jobs: independent projects since 2023.

Credentials and tools

Certified Digital Marketing Professional (DMI, 2026). Meta, TikTok and Google certified. BSc Marketing in progress, GPA 5.00 of 5.00. Meta, TikTok, Snapchat and Google Ads. GA4, Tag Manager, AppsFlyer. Salla, Noon, Amazon.

Contact

This CV online: barahma.com/en#cv

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