

NABIL KAMEL

Digital Analytics and Tracking Specialist | GA4, GTM web and server-side, Meta CAPI | Shopify and ecommerce
Cairo, Egypt (remote first, open to relocation) · contact@nabilkamel.com · +20 102 901 9453
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Work authorization: Egyptian national. Visa sponsorship required outside Egypt.

SUMMARY

Digital analytics and conversion-tracking specialist for Shopify and ecommerce. I fix broken tracking so brands know which ads actually make money, then run the paid media on clean data. Deep in GA4, GTM web and server-side, Meta CAPI, and multi-platform event APIs, all deduplicated. Built and scaled 15+ Shopify stores, including a flagship store at \$2.04M in sales, up 74% year over year, at a 4.14% conversion rate. Audited 35 Shopify stores for tracking gaps in June 2026.

EXPERIENCE

Chief Marketing Officer | Confidential, multi-brand international company Sep 2025 - Aug 2026 · Remote (Europe, Middle East, North America)

- Owned the full international marketing function, supporting a global distributor network.
- Built and led a 20+ person cross-functional team, fully remote, across design, PR, digital, analytics, and operations.
- Built the marketing tech stack from scratch. Result: Shopify, GA4, GTM, Meta CAPI, and server-side tracking running as one measured system.
- Built and scaled 15+ Shopify stores across EU and US markets. Result: flagship store at \$2,042,874 in sales, up 74% year over year, 7,507 orders at a 4.14% conversion rate.
- Drove distributor engagement up 42% through campaign and lifecycle work. Built two GoHighLevel sites with funnels, forms, and CRM automations.

Head of Growth and Marketing Operations | Same company Jul 2022 - Oct 2025 · Remote

- Stood up GA4, GTM, and Meta CAPI tracking plus automation dashboards. Result: reporting time cut about 60%.
- Restructured course campaigns. Result: course sales up 35%. Reworked distributor acquisition. Result: distributor leads up 50%.
- Built the reporting layer that turned scattered platform data into weekly leadership decisions.

Performance Marketing and Tracking Consultant (independent) | A Saudi multi-brand fitness retailer Apr 2026 - May 2026 · Remote

- Built a server-side measurement architecture: GTM web plus Stape server-side GTM, Meta CAPI, Google Enhanced Conversions, GA4, TikTok Events API, and Snap Conversions API, designed for event_id deduplication.
- Launched paid media from scratch. Result: 7 Google campaigns (23 ad groups, 215 EN/AR keywords), 6 Meta, 3 TikTok, 2 Snap.
- Ran a competitor audit. Result: 0 of 6 rivals running CAPI on TikTok or Snap.

Senior Media Buyer (contract) | Learn With Faris, Saudi education brand Mar 2022 - Jan 2024 · Remote

- Managed paid social and search campaigns on GA4 and GTM.

Freelance Media Buyer and Tracking Specialist | Upwork and Mostaqil 2021 - 2023 · Remote

- Delivered GA4, GTM, and CAPI implementations plus paid media for ecommerce clients across KSA, UAE, UK, US, France, Kuwait, and Egypt, on Shopify and WooCommerce.

SKILLS

Measurement: GA4, Google Tag Manager (web and server-side, Stape), Meta Conversions API, Google Enhanced Conversions, TikTok Events API, Snap CAPI, event_id deduplication, pixel QA, Consent Mode, UTM governance

Paid media: Google Ads (Search, Shopping, Performance Max), Meta Ads (Advantage+), TikTok Ads, Snapchat Ads, prospecting and retargeting, ROAS, CPA, CPL

Reporting and platforms: Looker Studio, Windsor.ai, cross-channel dashboards, Shopify, WooCommerce

Automation and CRM: n8n, Make, Zapier, ManyChat, GoHighLevel, HubSpot, Zoho, AI-assisted workflows (Claude, ChatGPT)

Leadership: International marketing strategy, growth strategy, 20+ person cross-functional team, marketing operations

EDUCATION AND TRAINING

Bachelor of Education, Arabic language and literature, Banha University, 2019 - 2023

Udacity Digital Marketing Nanodegree · Coursera WordPress for Business · CXL (in progress)

Languages: Arabic (native), English (professional), Russian (beginner)