

# Mark Shenouda

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## Growth Marketing Specialist

Performance-driven growth marketer with 5+ years of experience scaling revenue across e-commerce and lead generation. Proven track record managing \$10k+/day in ad spend, driving 6–10x MER, and reducing nCAC by 56% YoY through full-funnel strategy, high-volume creative testing, and data-driven optimization.

## Professional Experience

### Digital Marketing Specialist II, IQAir | 2023–Present

Previously: Digital Marketing Specialist (2023–2025) | Marketing Intern (2023)

- Owned full-funnel growth strategy and execution across Google, Meta, Microsoft, LinkedIn, Outbrain, and Adroll, managing **\$10k+/day in spend** achieving **600-1000% ROAS/MER**.
- Increased **Net sales by 46% YoY** while scaling **ad spend by 72%** and **reducing nCAC by 56%**.
- Scaled flagship product revenue by 86% YoY through creative testing, audience strategy, and bid optimization.
- **Doubled YoY revenue** during Black Friday & Cyber Monday through campaign restructuring & performance scaling.
- Improved **AOV by 26% YoY** via customer segmentation and personalized offers
- Designed and executed high-volume creative testing (up to 40 creatives/week), identifying scalable winning frameworks.
- Took over full ownership of paid media operations after team reduction, maintaining performance while scaling spend
- Promoted twice within 2 years due to performance and expanded ownership across paid media and growth strategy

### Growth Marketer Freelancer, Self-Employed (2020-2023)

- Led end-to-end growth strategy for e-commerce and lead generation clients across paid media channels
- Generated \$30K revenue from \$3K ad spend (10x ROAS) for CPA client through funnel optimization and retargeting strategy
- Scaled new e-commerce store to 2.5M impressions, 17k clicks, and 250% ROAS via Google Shopping Ads.
- Achieved 822% ROAS through Meta retargeting and lifecycle-based campaign strategy
- Built and optimized full-funnel systems (prospecting, retargeting, retention) to increase repeat purchases and overall LTV

## Education & Certifications

- B.A. in Business Marketing | CSUF, 2021
- Certifications: Google Ads Search & Shopping, Meta Blueprint, LinkedIn Ads, Harmon Brothers Creative Training.

## Skills & Abilities

### Growth & Strategy

Full-Funnel Growth Strategy

A/B Testing

CAC / LTV Optimization

Lifecycle Marketing

### Analytics, Tracking & Conversion Optimization

GA4, Conversion Tracking, Google

Merchant Center

Landing Page Optimization

### Performance Marketing

Google Ads, Meta Ads,

Microsoft Ads, LinkedIn Ads

Outbrain, Adroll, Reddit Ads,

Pinterest Ads