OPEN TO GROWTH MARKETING ROLES — 2026

Growth Marketer & Marketing Analyst.

I turn analytics into acquisition. I build data-driven growth systems across the funnel — from GTM strategy to experimentation — that move the metrics that matter.

FOCUS	GROWTH · ANALYTICS
STACK	SQL · PYTHON · BI
CERTIFIED	CSM®

+30%
ORGANIC TRAFFIC GROWTH DRIVEN THROUGH SEO & CONTENT

+25%
QUALIFIED LEAD GROWTH VIA FUNNEL & A/B TESTING

7+
AD & DSP PLATFORMS MANAGED END-TO-END ACROSS THE GCC

Selected Work

01 — 07

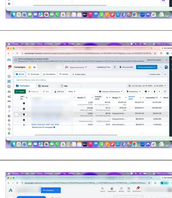
01

Informa Connect Middle East — LinkedIn B2B Lead Gen

Ran the LinkedIn paid program for Informa's Saudi conference portfolio — HRSE, SES and IAKNO — across 25+ active campaigns, driving 118K clicks at a 2.13% CTR and cutting cost per lead by 74%.

LINKEDIN ADS · B2B LEAD GEN · EVENTS

$143K MEDIA MANAGED
−74% COST PER LEAD



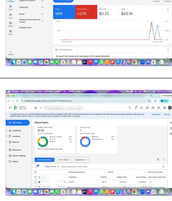
02

Informa Saudi Arabia — Meta Event Marketing

Scaled visitor-registration campaigns across 500+ Meta campaigns for Saudi exhibitions and summits, driving qualified sign-ups at $3–10 per lead against multi-million reach audiences.

META ADS · REGISTRATIONS · CRO

520+ CAMPAIGNS RUN
$3.26 COST PER LEAD



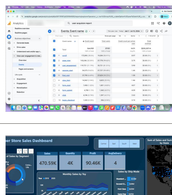
03

Fasset — Fintech App Growth

Owned app-install growth for the Fasset crypto app across the UAE & Bahrain — influencer and prospecting campaigns delivering installs at scale against 80M+ impressions.

APP INSTALLS · META ADS · FINTECH

23K+ APPS INSTALLED
$0.58 COST PER INSTALL



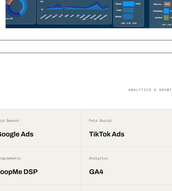
04

The Gen X Media — Google Ads MCC

Managed a multi-account Google Ads MCC spanning events, healthcare and B2B — from search build-out to conversion tracking. Flagship SOCUTIP account drove 181K clicks and 1.07K conversions at $0.33 CPIC.

GOOGLE ADS · SEARCH · GA4

181K CLICKS DRIVEN
$0.33 AVG. CPIC



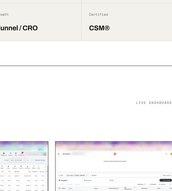
05

Programmatic & Emerging Channels — MENA

Extended reach beyond the core channels into programmatic and emerging platforms — DV360, LoopMe DSP, TikTok and Reddit — running display, video and app campaigns across the MENA region against controlled pacing and budgets.

DV360 · LOOPME DSP · TIKTOK · REDDIT

7+ PLATFORMS MANAGED
MENA REGIONAL SCALE



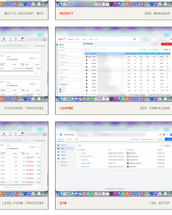
06

Full-Funnel Analytics & Measurement

Instrumented the measurement stack behind the media — GA4, Google Tag Manager and Firebase — so every registration, lead and app event is tracked. The UFTP funnel properly alone recorded 565K events and $205K in attributed revenue.

GA4 · GTM · FIREBASE · ATTRIBUTION

565K EVENTS TRACKED
$205K ATTRIBUTED REVENUE



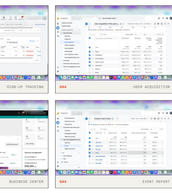
07

Super Store — Power BI Sales Dashboard

Built an end-to-end Power BI dashboard modelling sales, profit and delivery across segments, regions and categories — with YoY trends, ship-mode splits and a geographic profit map for self-serve exploration.

POWER BI · DATA MODELLING · DAX

$470K SALES MODELLED
$90K PROFIT ANALYSED



Toolkit

ANALYTICS & GROWTH

Paid Social **LinkedIn Ads**	Paid Social **Meta Ads**	Paid Search **Google Ads**	Paid Social **TikTok Ads**
Paid Social **Reddit Ads**	Programmatic **DV360**	Programmatic **LoopMe DSP**	Analytics **GA4**
Tag Mgmt **GTM**	App Analytics **Firebase**	BI & Viz **Power BI**	Query **SQL**
Analysis **Python**	Method **A/B Testing**	Growth **Funnel / CRO**	Certified **CSM®**

In the Platforms

LIVE DASHBOARDS

A working view across the stack I operate day to day — client and account names redacted for confidentiality; the performance is real.

LINKEDIN · ACCOUNT PORTFOLIO

GOOGLE ADS · MULTI-ACCOUNT MCC

REDDIT · ADS MANAGER

LINKEDIN · CAMPAIGN OVERVIEW

GOOGLE ADS · PURCHASES TRACKING

LOOPME · DSP COMPLIANCE

LINKEDIN · CLICKS & CTR

GOOGLE ADS · LEAD FORM TRACKING

GTM · TAG SETUP

LINKEDIN · CONVERSION TRACKING

GOOGLE ADS · SIGN-UP TRACKING

GA4 · USER ACQUISITION

META · EVENT REGISTRATIONS

TIKTOK · BUSINESS CENTER

GA4 · EVENT REPORT

GOOGLE ADS · MCC ACCOUNTS

TIKTOK · ADS MANAGER

FIREBASE · APP ANALYTICS

PRAKHAR KIRSALI
GROWTH & ANALYTICS

I sit where marketing strategy meets the data that proves it works.

At Adlapts Media I run omnichannel paid media for events, fintech and B2B clients across the GCC — planning and optimizing campaigns on LinkedIn, Meta, Google, TikTok, Reddit, DV360 and LoopMe, then instrumenting the funnel in GA4, GTM and Firebase to prove what actually worked.

I'm fluent in SQL and Python for analysis and Power BI for storytelling with data, and I live in the experimentation frameworks that turn a hypothesis into a reliable growth lever. Certified Scrum Master (CSM®).

WHAT I DO
- Omnichannel paid media
- Programmatic & DSP
- Funnel analytics
- GTM & measurement

WAYS OF WORKING
- Data-first
- Hypothesis-driven
- Cross-functional
- Agile / Scrum

05 / CONTACT

Let's grow something.

Email me · LinkedIn · Résumé (PDF)

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DESIGNED ON A GRID