

Adnan Khayyat

■ GCC Fintech Growth & Acquisition

Jerusalem
+972 52-701-3676
adnan.khayyat@gmail.com
linkedin.com/in/adnankhayyat

I connect marketing spend to depositor revenue.

I work across paid media, Gulf-native creative, conversion funnels and CRM data to identify what creates first-time depositors — and what deserves the next dollar.

Meta · TikTok · Snapchat · Native — GCC markets

\$6M+

Lifetime ad spend managed

\$130K+/mo

Managed performance spend

8+ years

In growth & acquisition

GCC fintech

Market specialization

■ EXPERIENCE

Senior Media Buyer

B Z Online · Herzliya

2021 – Present

GCC fintech acquisition · Creative strategy · Funnels · CRM attribution

- Own cold-traffic acquisition end-to-end — \$6M+ in managed ad spend across Meta, TikTok, Snapchat and native for fintech and trading brands targeting Saudi Arabia and the GCC.
- Set the acquisition operating cadence across media, creative and CRM — briefs, testing priorities, performance reviews and scale / fix / stop decisions.
- Lead Gulf-Arabic creative strategy: UGC scripts, hook frameworks and structured creative-testing systems informed by media efficiency, lead quality and FTD performance.
- Integrate campaign and CRM data to measure cost per FTD, deposited value and new-vs-existing client acquisition.
- Design full funnels — ad, landing page, remarketing — with continuous A/B testing across angles, creatives and pages.
- Built AI-assisted workflows for reporting and creative scoring, adopted by the wider team to shorten reporting and creative-review cycles.

Head of Digital Marketing

Maslamani Group

2018 – 2021

Samsung · Tefal · Elica · Luminarc — B2B & B2C

- Promoted from Digital Marketing Specialist to Head of Digital Marketing; led a team of 6 across digital strategy, budgets, vendors and KPIs for B2B and B2C brands.
- Introduced the group's digital reporting and attribution standards, aligning campaign measurement across business units.

Founder & E-commerce Consultant

Holysouq.com & client builds · Independent projects, part-time

2013 – Present

- Founded Holysouq.com; built and ran the store across OpenCart, Shopify, Amazon, eBay and Etsy — \$150K+ in sales.
- Built RubaOnline.com, a fashion store for a West Bank client, on a self-developed e-commerce SaaS platform.

■ SYSTEMS I'VE BUILT

- Creative performance rater — Snapchat & TikTok video-ad scoring (Hook / Content / CTA / Efficiency), calibrated to real CPL outcomes.
- Campaign-to-CRM ROI workbook — joins ad spend with depositor data: true cost per FTD, deposit ROAS and lead-quality buckets, ending in a scale / fix / stop verdict per campaign.
- Gulf Arabic copywriting standards — dialect, hook and compliance rules used to brief writers and creators.

■ THE SYSTEM I WORK ACROSS

01 Acquisition strategy

Budget, structure & testing decisions

02 GCC performance creative

Gulf-native propositions & UGC

03 Funnel development

From click to sales handoff

04 Revenue attribution

Campaign → CRM → deposited value

■ CORE SKILLS

GCC acquisition strategy

Gulf Arabic creative

Creative testing systems

Paid social

Meta · TikTok · Snapchat

Funnel development

CRM attribution

Cost per FTD

Deposited value

Lead quality

Cross-functional leadership

AI-assisted operations

■ WORKING LANGUAGES

Arabic

Native

English

Fluent

Hebrew

Professional

■ EDUCATION

MSc, Enterprise System Management

Birmingham City University, UK
Distinction · 2017 – 2018

BSc, Computer Information Systems

Palestine Polytechnic University
Excellent · 2012 – 2016

■ CERTIFICATIONS

- AppsFlyer Essentials Certification — 2026
- Google Ads Certificate — 2019
- Fundamentals of Digital Marketing, Google — 2017