

Fahad A. Bakhshwain

Marketing Strategist • Media Buyer • Data Analyst • Graphic Designer

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Executive Profile

Full-stack marketing and analytics professional blending creative strategy with data-driven execution. Experienced in building ROI-focused paid media systems (Meta, TikTok, Snapchat, Google Ads), designing performance-ready creatives (Adobe Suite), and delivering business intelligence with Power BI, SQL, and Python. Comfortable leading cross-functional teams and translating insights into revenue growth.

Core Competencies

- **Performance Marketing & Media Buying:** Meta Ads Manager, Instagram, TikTok, Snapchat, Google Ads; GA4, GTM, Pixels; A/B testing; CRO; funnel design; ROAS/CTR/CPC/CPA.
- **Data & BI:** Power BI, SQL, Python, DAX; data cleaning & modeling; EDA; dashboards; cohort analysis; basic ML (Random Forest).
- **Creative & Brand:** Adobe Photoshop, Illustrator, InDesign, Lightroom, Premiere Pro; brand identity; social content; ad creatives.
- **Leadership & Ops:** Project management, retail operations, vendor strategy, training, multilingual communication.

Selected Achievements

- Cut manual reporting time by 40% by building interactive Power BI dashboards for a fashion client.
- Uncovered 15% seasonal margin gap through automated Python/SQL analysis; informed stock and pricing actions.
- Lifted email campaign conversion by 12% using data storytelling and segmentation.
- Scaled a retail brand from 1→24 branches across KSA; achieved SAR 10M+ peak annual sales and +22% net margins.
- Managed 50+ staff and increased shift performance KPIs by 25% via data-driven scheduling.

Professional Experience

Freelance Marketing Strategist & Data Analyst — FONT BOLD (Remote) | 2024 – Present

- Plan and run multi-platform paid campaigns (Meta/TikTok/Snap/Google) with continuous budget, audience, and creative optimization.
- Build BI dashboards to track CTR, CPC, ROAS, and conversions; present weekly insights and test plans.
- Automate analytics workflows in Python/SQL; maintain clean data layers for decision-making.
- Produce ad-ready visuals and brand assets using Adobe Suite; align content with performance goals.

Supervisor — Waterfront Operations, Jeddah | 2022 – 2024

- Led 50+ team members; improved KPIs by 25% using dashboards and shift redesign.
- Implemented visitor feedback system; increased satisfaction by 18%.
- Reduced incident response time by 30% via automated reporting and heatmaps.

Founder & General Manager — Vivi Fashion Retail | 2012 – 2022

- Grew operations to 24 branches across KSA; SAR 10M+ peak annual sales.
- Ran integrated marketing (ads, content, CRM) and trained 120+ staff.
- Improved net margins by 22% through stock rotation and vendor optimization.

Business Operations — Family Business | 2006 – 2012

- Managed procurement, inventory, and client relationships; supported BD and process streamlining.

Instrumentation Engineer — Schlumberger | 2003 – 2006

- Supported offshore instrumentation; ensured HSE compliance and system uptime.
- Performed data logging and calibration improving reporting accuracy (+15%).

Selected Projects

- **ROI-Focused Paid Media Playbook:** Cross-platform campaigns optimizing audiences/creatives/budgets to lift CTR and reduce CPC.
- **Sales & Inventory Intelligence:** Python/SQL pipelines feeding Power BI dashboards for seasonality and stock decisions.
- **Brand Visual Systems:** Ad-ready creative packages (static + short video) aligned with performance KPIs and brand identity.

Education

- Diploma in Instrumentation Engineering — Yanbu Industrial College (2003)

Certifications

- Google Advanced Data Analytics (2025)
- Google Business Intelligence (2025)
- Google Digital Marketing & E-commerce (2025)
- Google Ads Display Certification (2025)
- IBM Machine Learning; IBM Deep Learning & Reinforcement Learning (2025)

- ISO 9001:2015 QMS
- Adobe (Photoshop, Illustrator, InDesign, Lightroom)

Technical Stack & Languages

- **Ads:** Meta, Instagram, TikTok, Snapchat, Google Ads
- **Analytics:** Power BI, SQL, Python, DAX, GA4, GTM
- **Design:** Photoshop, Illustrator, InDesign, Lightroom, Premiere Pro
- **Languages:** Arabic (Native), English (Fluent), French, Turkish, Chinese

Portfolio & Profiles

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