

Abdallah Emad

Marketing Manager with 14 years of experience

Portfolio



About Me

*14 Years. Every Industry.
Always Accountable for Results.*



I started in marketing at a FinTech company in Egypt in 2012.

From there I became a full instructor at PlanB Academy, teaching marketing and soft skills to thousands of students.

When COVID hit I went remote, joined a US agency, built a personal brand with 100K TikTok followers and 30K YouTube subscribers, and managed international brands across KSA, US, Netherlands, and Europe.

I led a team of 20+ at Taager, one of Egypt's leading eCommerce platforms.

In 2024 I moved to Dubai. Since then every role has been about building marketing from zero.

Today I manage marketing across the full RIV ecosystem, a Luxembourg-based group spanning FinTech, blockchain, digital assets, and traditional investment.

14 Years

Experience

50+

Brands Worldwide

4,900%

Marketing ROI

4,400%

App user growth

What I Do



Marketing Strategy

End-to-end plans to position your brand and grow consistently.

Performance Marketing

Paid campaigns across Meta, Google, App Stores, and more.

Community Building

Growing audiences on Telegram, Discord, X, and social media.

Website Development

Fast, clean WordPress websites built to convert.

Brand Consulting

Helping founders define positioning and go-to-market strategy.

Marketing Education

Online courses and training built on 14 years of real experience.

Trusted By



RIV Capital Group

Works

Blockchain and FinTech Ecosystem · Dubai, UAE · October 2024 to Present

RIV Capital Group is a Luxembourg-based group spanning a financial investment holding, a Dubai-based FinTech and DeFi company, a regulated digital finance entity in Italy, an educational platform, a non-custodial multi-chain wallet, and a native Solana-based crypto token.

I took over all marketing from an external agency and built the entire function internally, managing a cross-functional team across multiple countries.

4,400%+

Wallet adoption growth

1,800%+

Social audience growth

80,000+

Community members

813%

Instagram reach growth

2,800%

Link clicks growth

0 to 500+

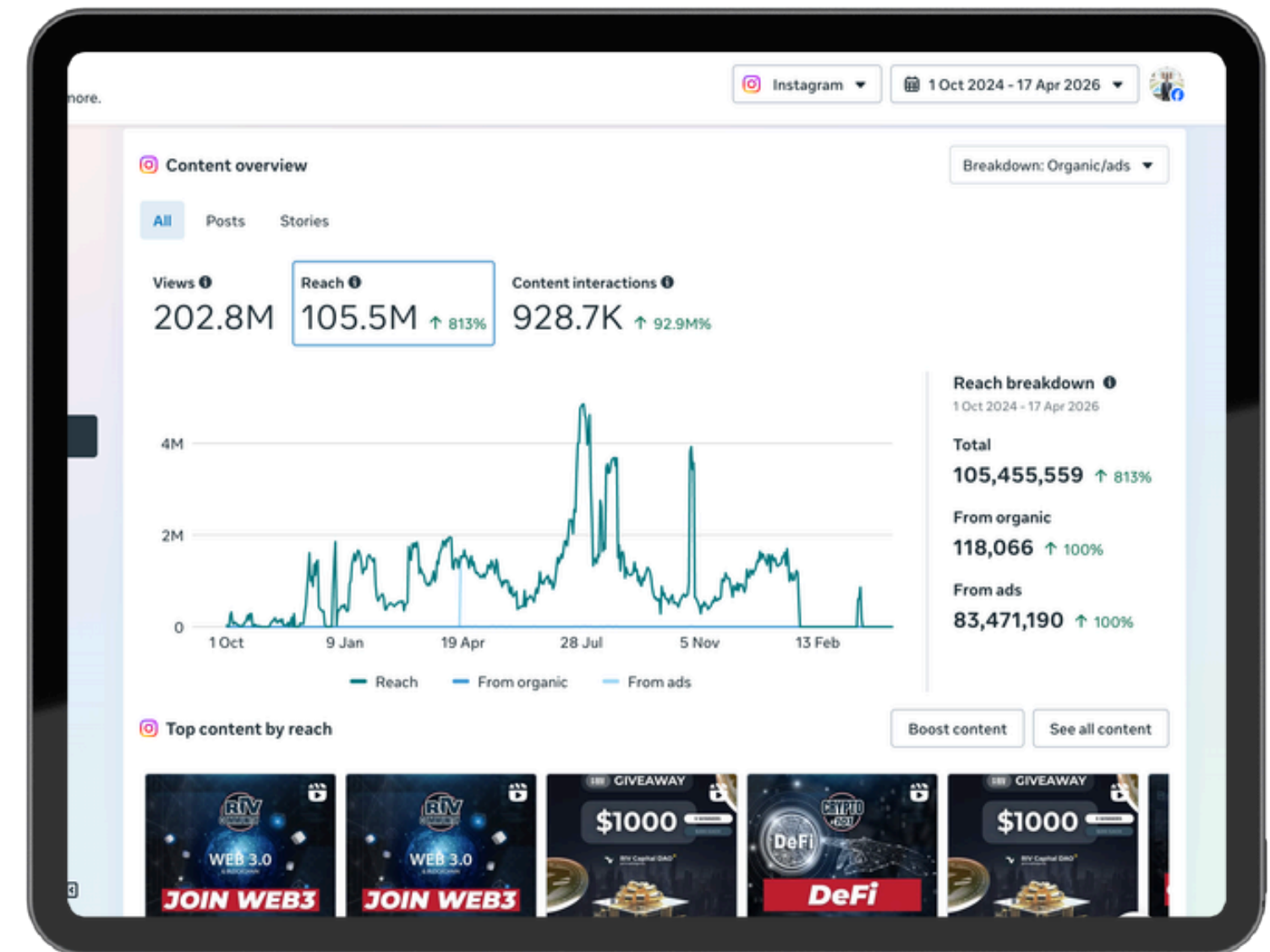
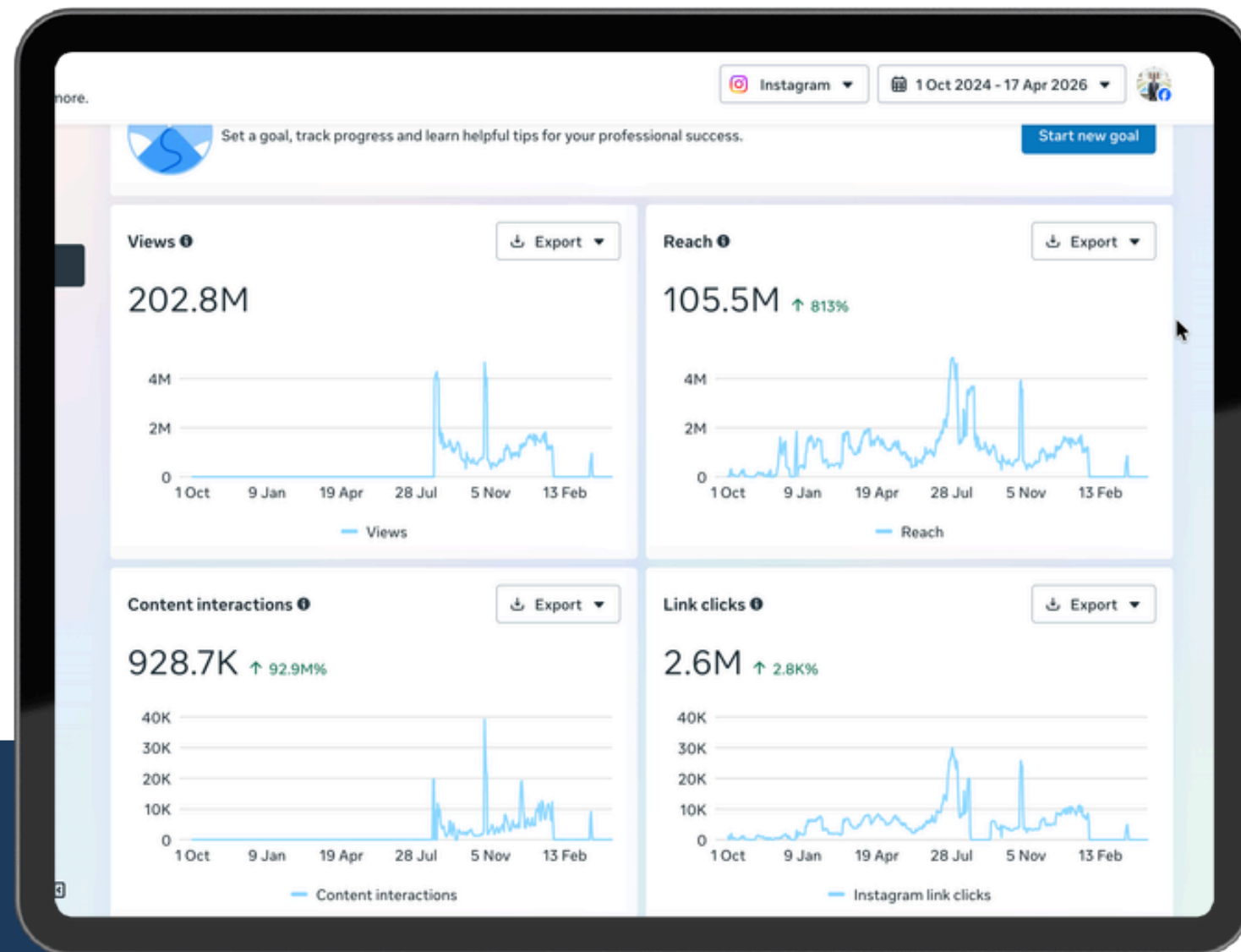
Monthly web visits

RIV Capital Group

Works

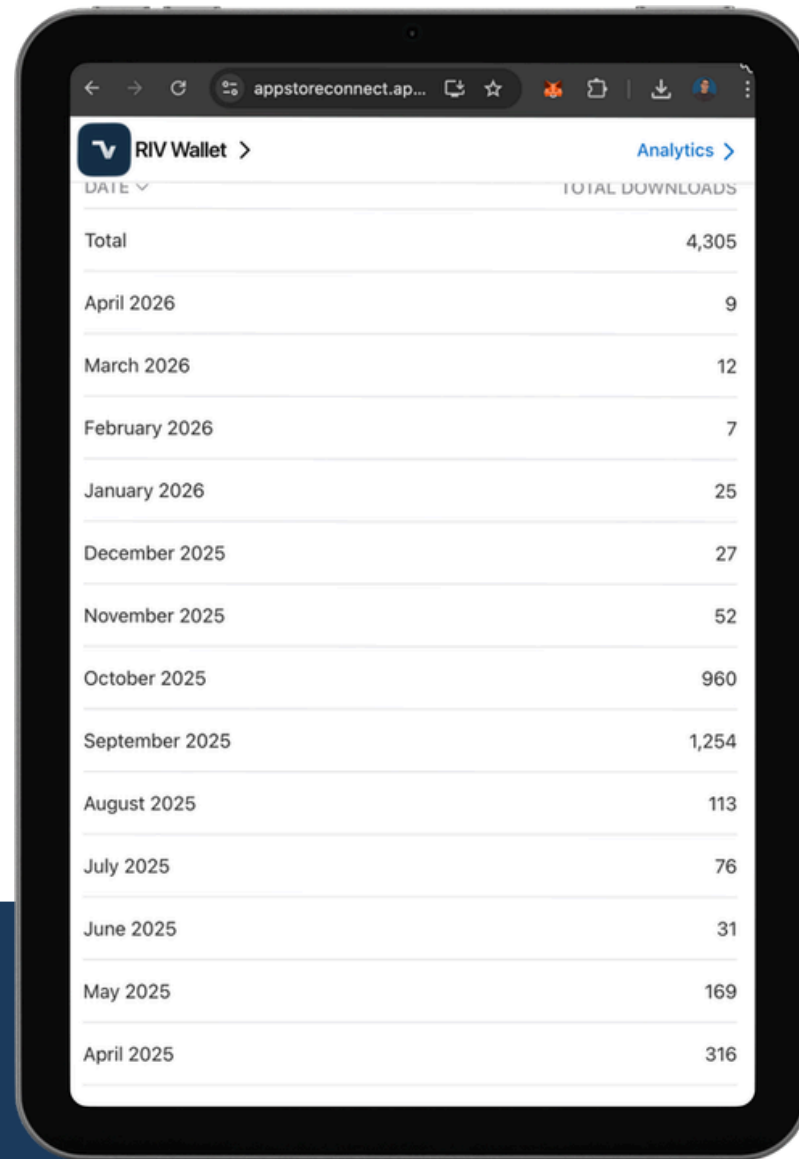


Instagram Analytics



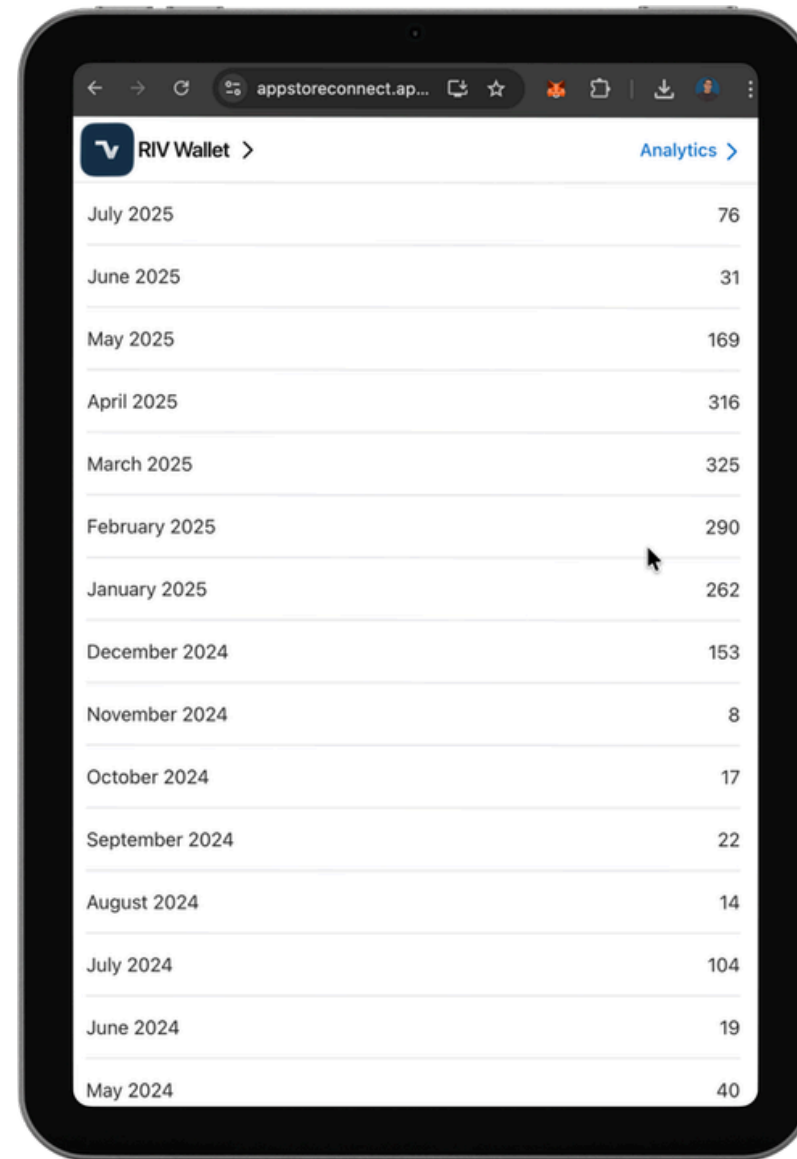
RIV Capital Group

Works



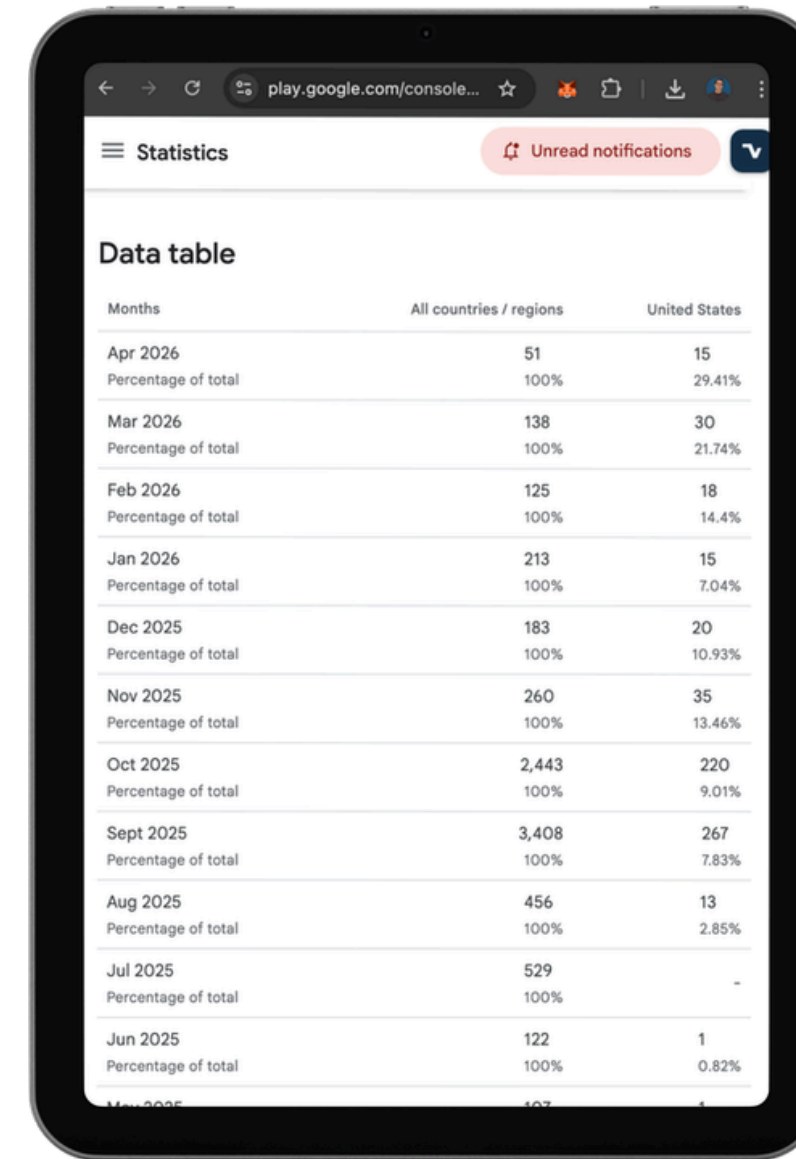
Analytics >

DATE	TOTAL DOWNLOADS
Total	4,305
April 2026	9
March 2026	12
February 2026	7
January 2026	25
December 2025	27
November 2025	52
October 2025	960
September 2025	1,254
August 2025	113
July 2025	76
June 2025	31
May 2025	169
April 2025	316



Analytics >

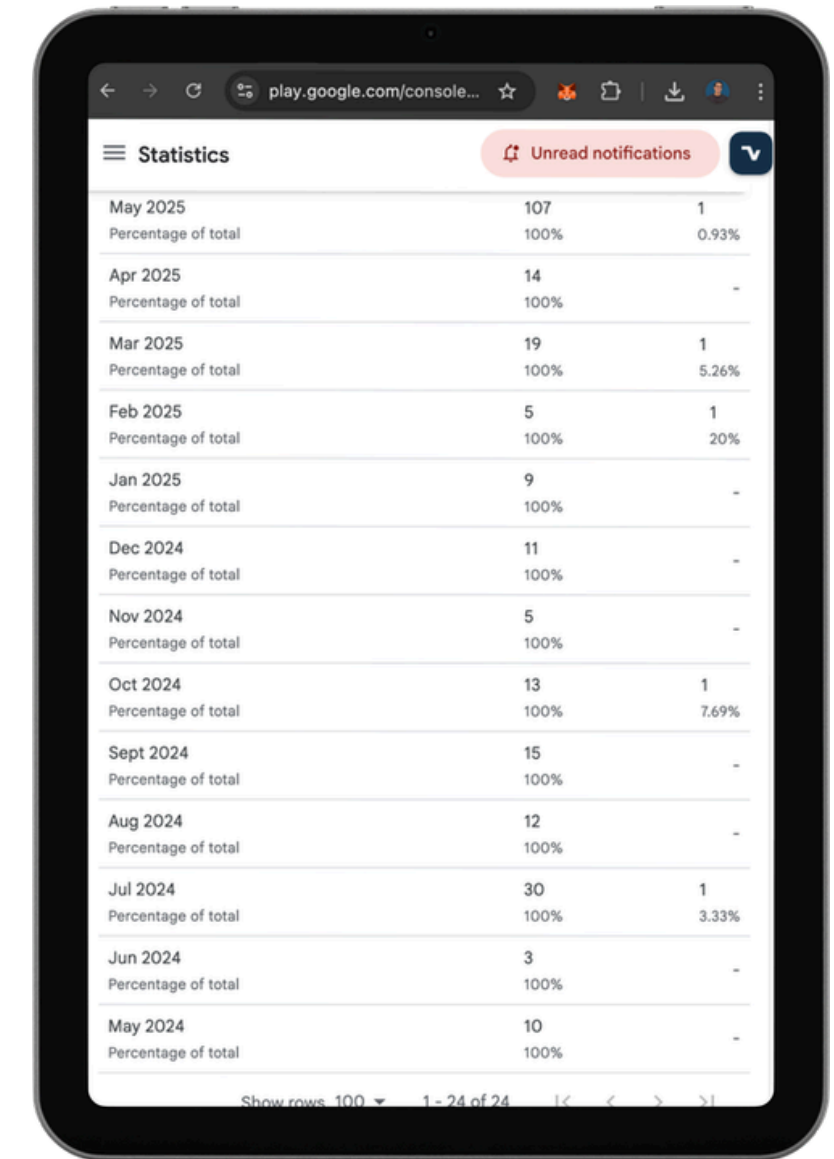
July 2025	76
June 2025	31
May 2025	169
April 2025	316
March 2025	325
February 2025	290
January 2025	262
December 2024	153
November 2024	8
October 2024	17
September 2024	22
August 2024	14
July 2024	104
June 2024	19
May 2024	40



Statistics Unread notifications

Data table

Months	All countries / regions	United States
Apr 2026	51	15
Percentage of total	100%	29.41%
Mar 2026	138	30
Percentage of total	100%	21.74%
Feb 2026	125	18
Percentage of total	100%	14.4%
Jan 2026	213	15
Percentage of total	100%	7.04%
Dec 2025	183	20
Percentage of total	100%	10.93%
Nov 2025	260	35
Percentage of total	100%	13.46%
Oct 2025	2,443	220
Percentage of total	100%	9.01%
Sept 2025	3,408	267
Percentage of total	100%	7.83%
Aug 2025	456	13
Percentage of total	100%	2.85%
Jul 2025	529	-
Percentage of total	100%	-
Jun 2025	122	1
Percentage of total	100%	0.82%



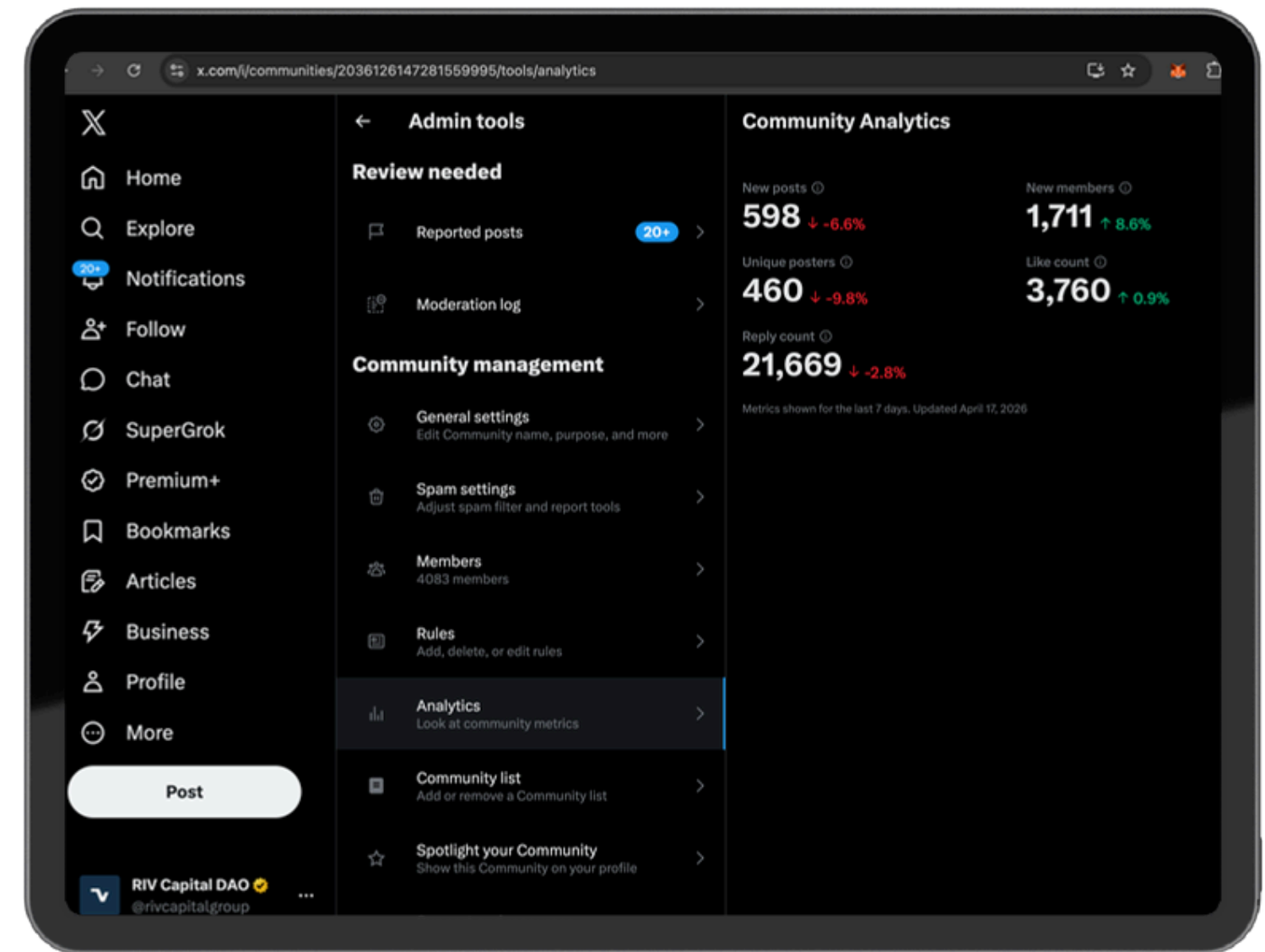
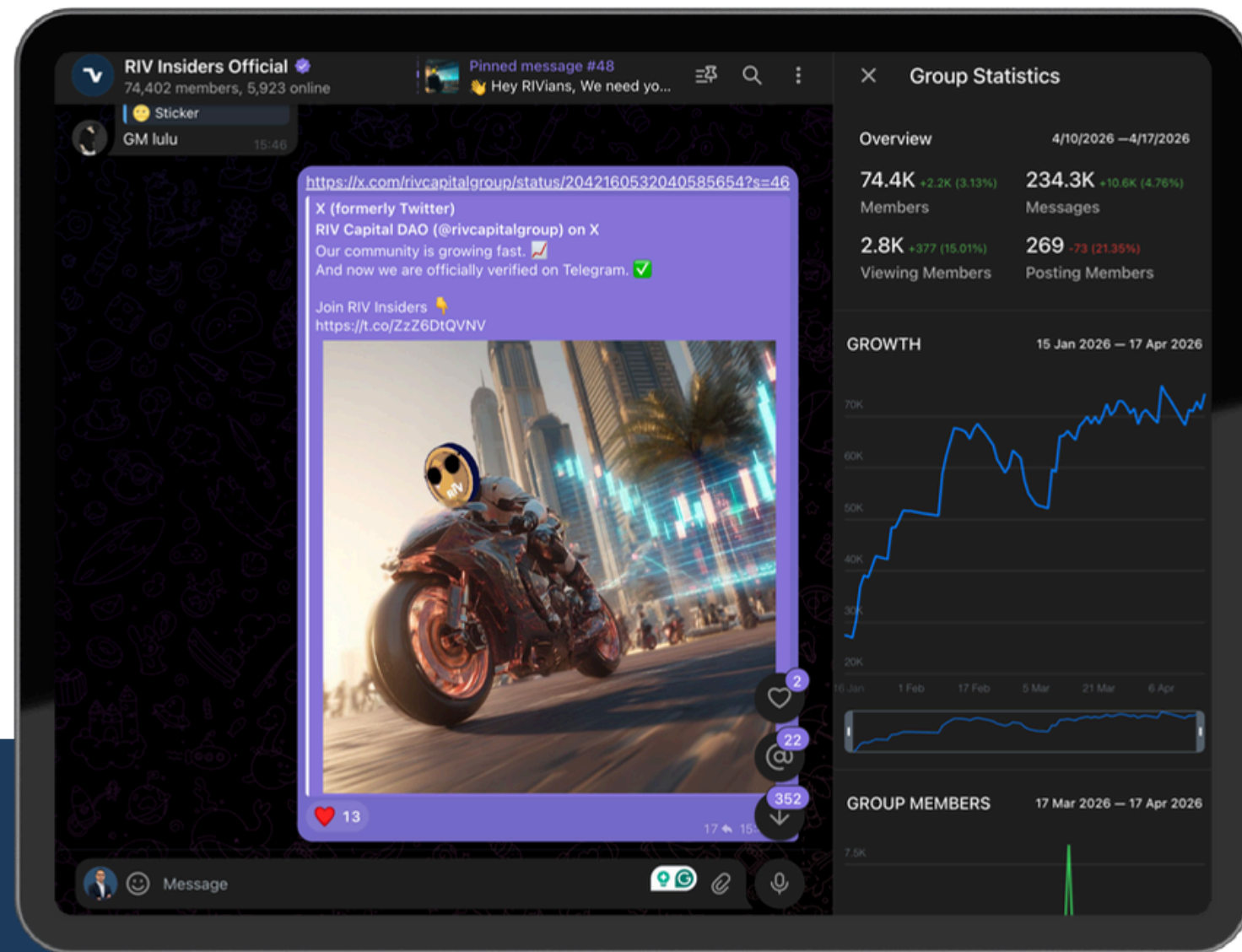
Statistics Unread notifications

May 2025	107	1
Percentage of total	100%	0.93%
Apr 2025	14	-
Percentage of total	100%	-
Mar 2025	19	1
Percentage of total	100%	5.26%
Feb 2025	5	1
Percentage of total	100%	20%
Jan 2025	9	-
Percentage of total	100%	-
Dec 2024	11	-
Percentage of total	100%	-
Nov 2024	5	-
Percentage of total	100%	-
Oct 2024	13	1
Percentage of total	100%	7.69%
Sept 2024	15	-
Percentage of total	100%	-
Aug 2024	12	-
Percentage of total	100%	-
Jul 2024	30	1
Percentage of total	100%	3.33%
Jun 2024	3	-
Percentage of total	100%	-
May 2024	10	-
Percentage of total	100%	-

Show rows 100 1 - 24 of 24

RIV Capital Group

Works

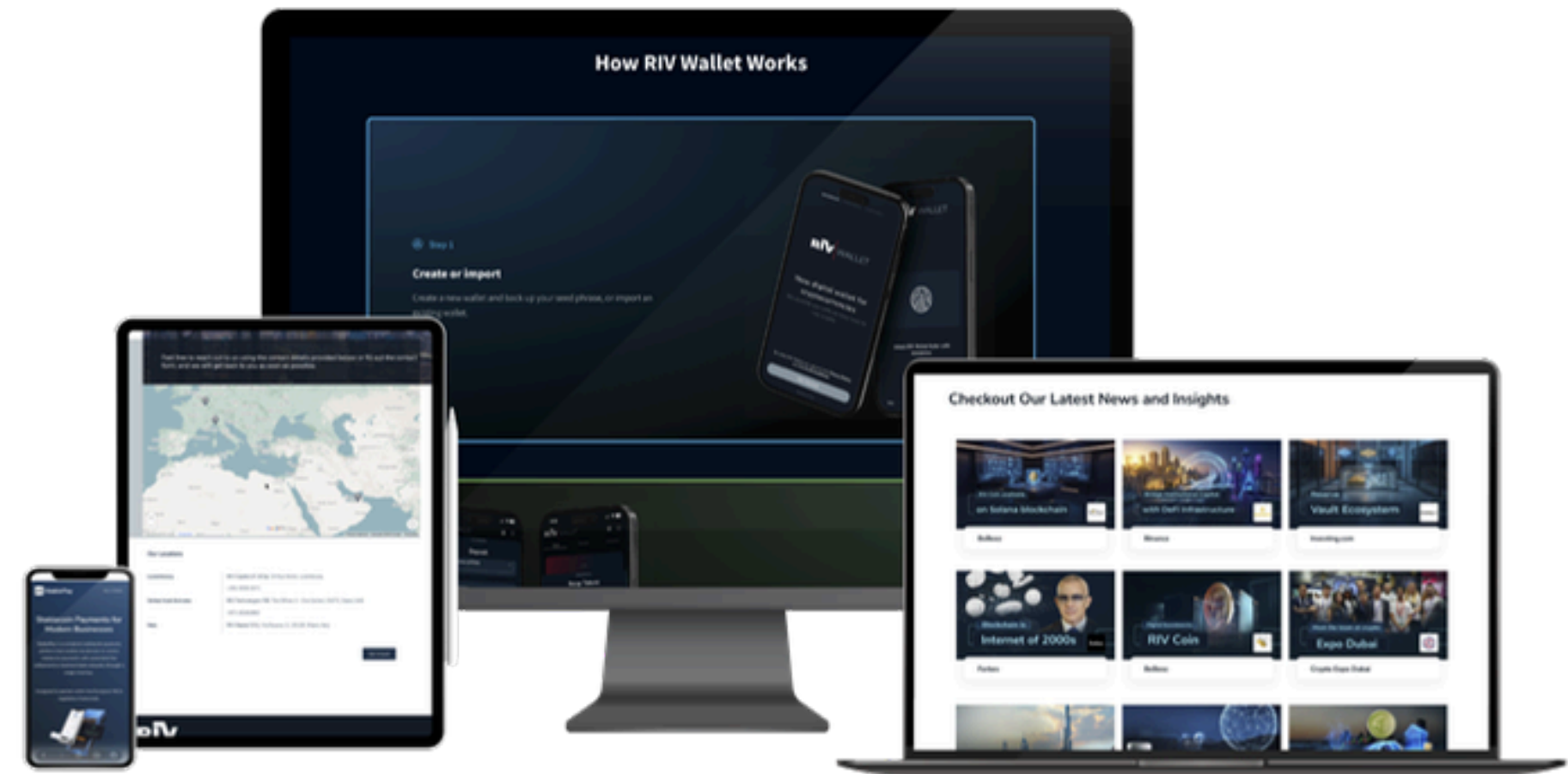


Web Development

Works



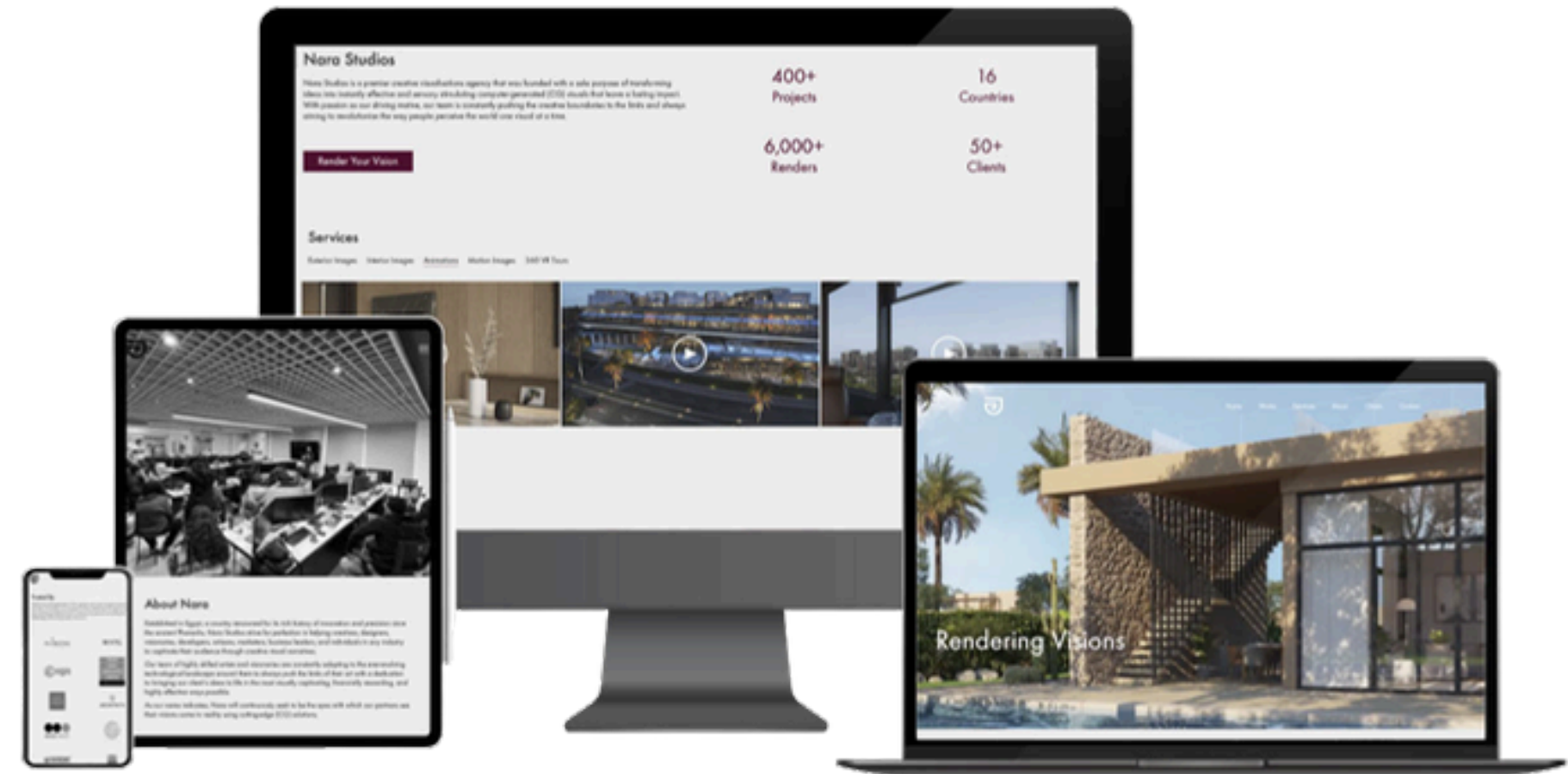
As part of managing the full RIV ecosystem, I built and manage all six brand websites under the group.
riv-capital.com, riv-technologies.com, riv-wallet.com,
riv-coin.com, riv-academy.com, riv-stablepay.com.



Web Development Works



Built the full website from scratch for Nara Studios, covering their Dubai, Egypt, and Barcelona presence. High-converting portfolio site focused on international client acquisition.

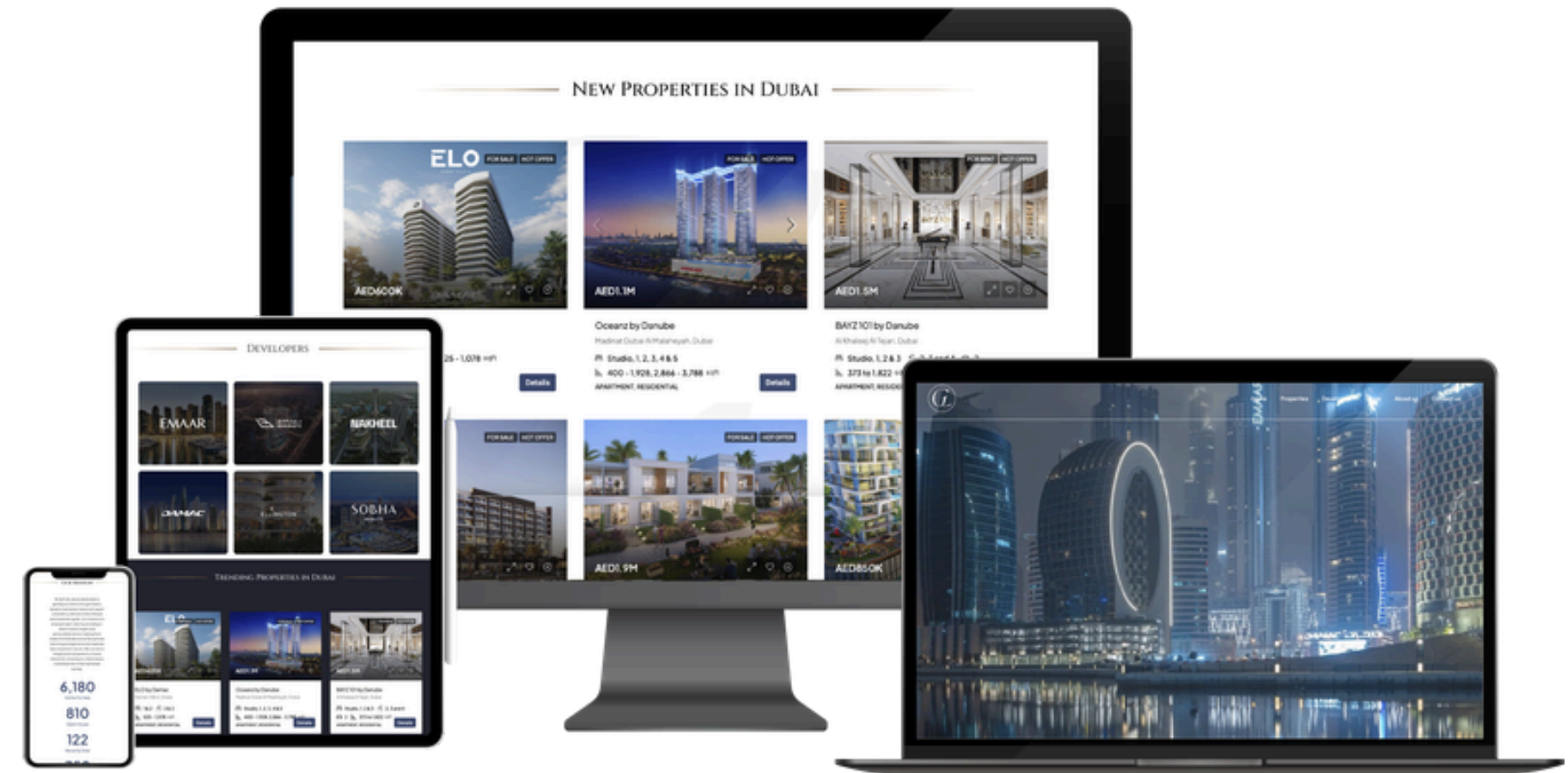


Web Development

Works



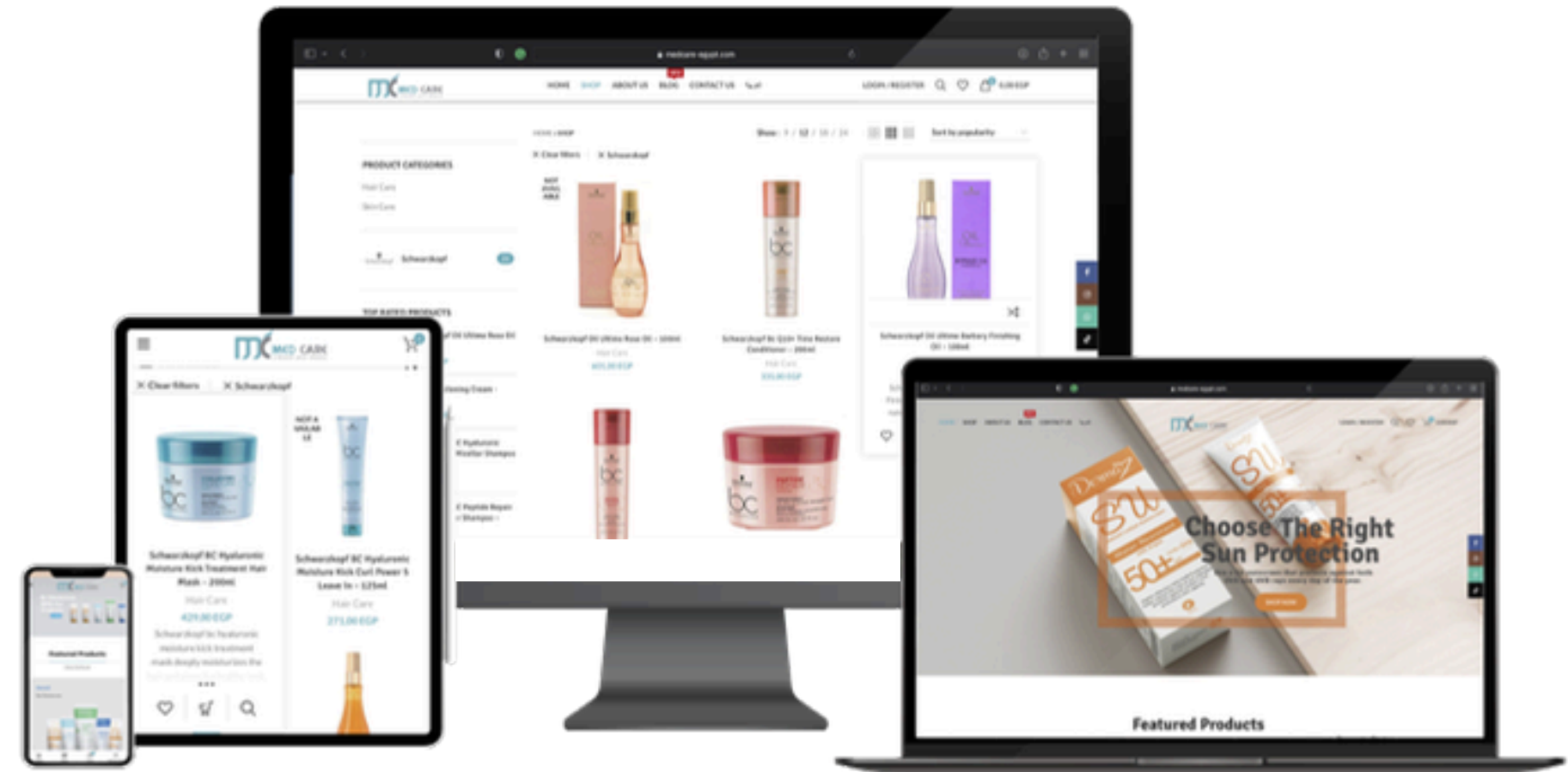
Built the full real estate website for Gulf Life including property listings, lead capture, and international buyer targeting across UAE, US, Canada, and Europe.



Web Development Works



Built the eCommerce website for Med Care Egypt, including a WooCommerce store, product catalog, and social shop integration across Facebook and Instagram.



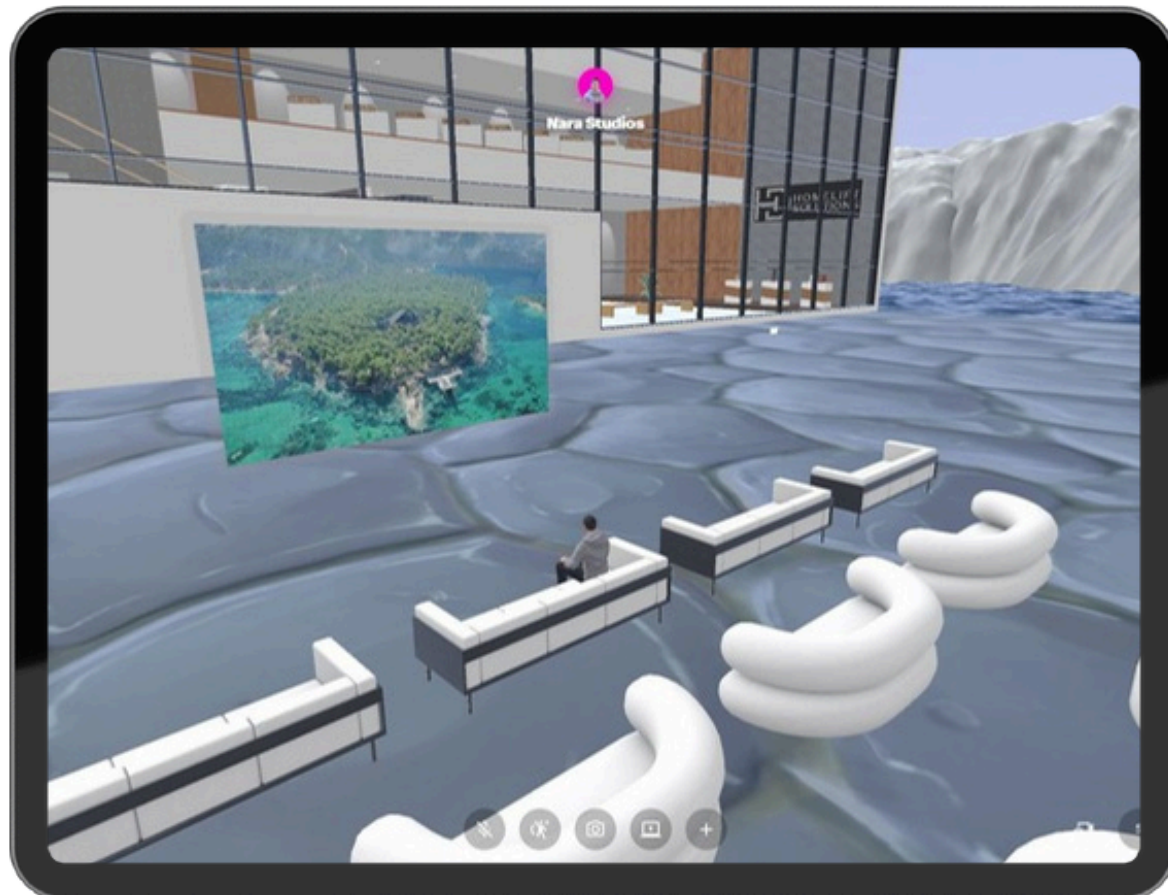
Virtual Spaces

Works

Built virtual showrooms for Nara Studios using Spatial and Unity, allowing clients to experience architectural renders in immersive 3D environments.

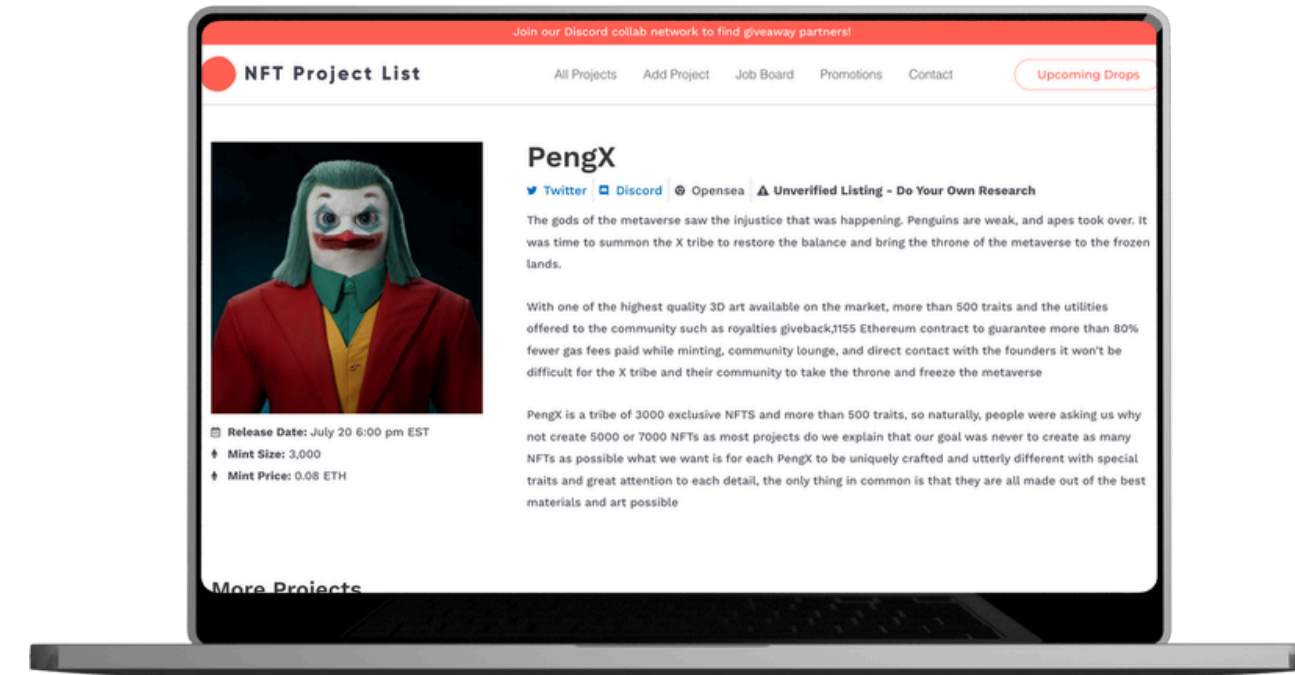
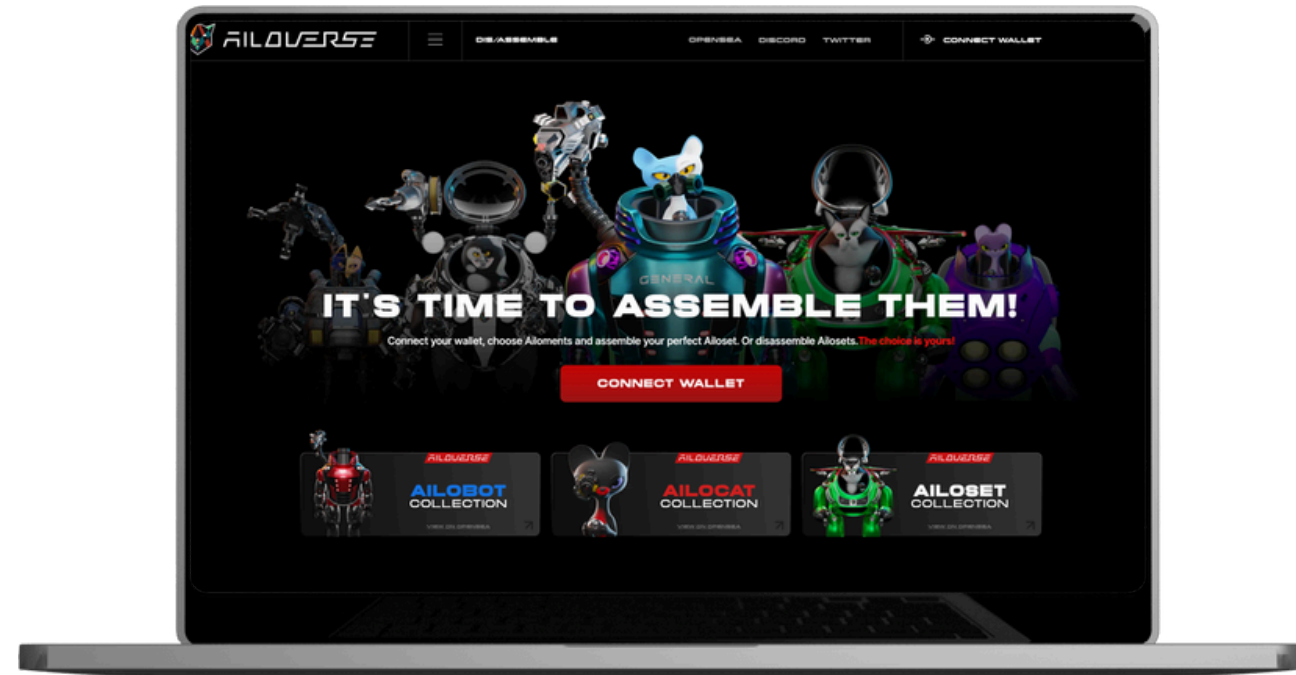


Spatial



NFT Marketing

Works

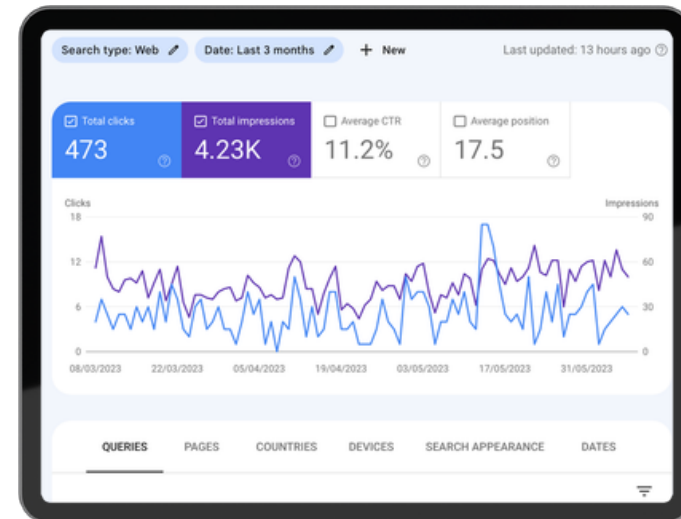
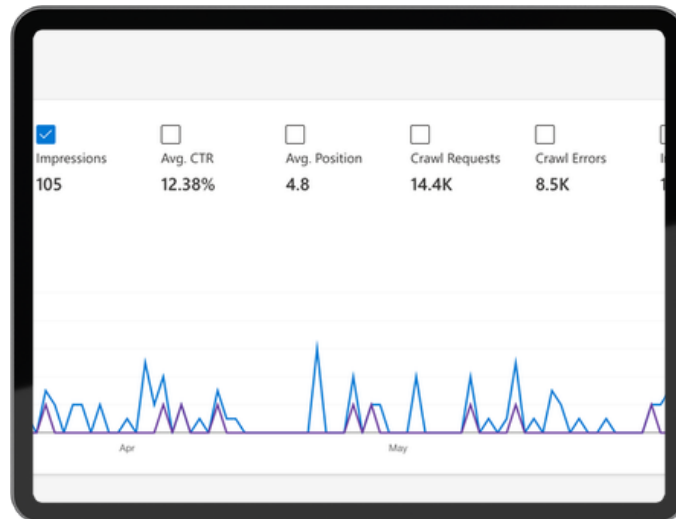


OpenSea

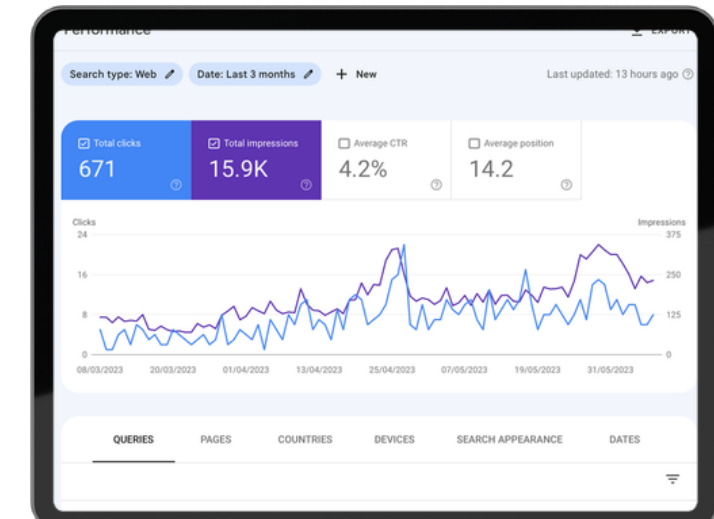


Search Engine Optimization

Works



A screenshot of a search result for "Home - MedCare Egypt" from the URL https://medcare-egypt.com. The result shows "About 1,110,000 results" and includes sections for "Contact us" (with address: VISIT OUR HEAD OFFICE. 45 Mosadak st, El Dokki, Giza, Egypt), "Compare" (with text: Welcome To MedCare Office. HOME; SHOP; ABOUT US; B...), and "Shop" (with text: Schwarzkopf BC Peptide Repair Rescue Conditioner is a restoring conditioner ...). A link at the bottom says "See results only from medcare-egypt.com".



Lead Generation

Works

Life Ad (787283943372797) Updated just now Discard Drafts Review

Active ads Had delivery + More views Maximum: 15 Au

Ad sets Ads 1 selected

Duplicate Edit A/B test More Columns: Performance Breakdown Reports

Ad set	Attribution setting	Results	Reach	Impressions	Cost per result
3-HartlandII-Fa-Gulf-020724	7-day click or 1...	133 Landing page views	23,598	87,333	2.86
Dmndz-Ld-130524-Gulf+Eg+... Unpublished edits	7-day click or 1...	99 On-Facebook leads	63,776	292,319	10.37
Q2-Visit-En-UAE+KSA+USA	7-day click or 1...	95 Instagram profile visits	8,126	10,365	1.82
2-Dmndz-Ld-08-07-24-Fa-MxCnvr-Gulf	7-day click or 1...	47 On-Facebook leads	62,819	171,920	19.87
DPP01-En-Trf-260824-AG28-65-Ios15-IG	7-day click or 1...	46 Instagram profile visits	2,644	3,136	1.72
DPP03-En-Trf-290824-AG28-65-Ios15-IG	7-day click or 1...	44 Instagram profile visits	3,917	4,739	1.96
Hartland-AR-LD-070624-Gulf	7-day click or 1...	41 On-Facebook leads	49,165	84,261	10.74
DPP02-En-Trf-280824-AG28-65-Ios15-IG	7-day click or 1...	29 Instagram profile visits	3,800	4,495	2.44
Dmndz-Ld-130524-US	7-day click or 1...	27 On-Facebook leads	8,474	16,034	25.03
2-Dmndz-Ld-08-07-24-Fa-MxLd-US+Ca	7-day click or 1...	26 On-Facebook leads	10,455	18,444	39.39
Results from 46 ad sets	Multiple attrib...	—	451,858	1,209,408	—
Excludes deleted items		Multiple conversions	Accounts Centre acco...	Total	Multiple conversions

Updated just now Discard Drafts Review and publish (5)

28 Apr 2024 - 9 Jun 2024

Ad sets Ads

Rules View Setup Reports Export

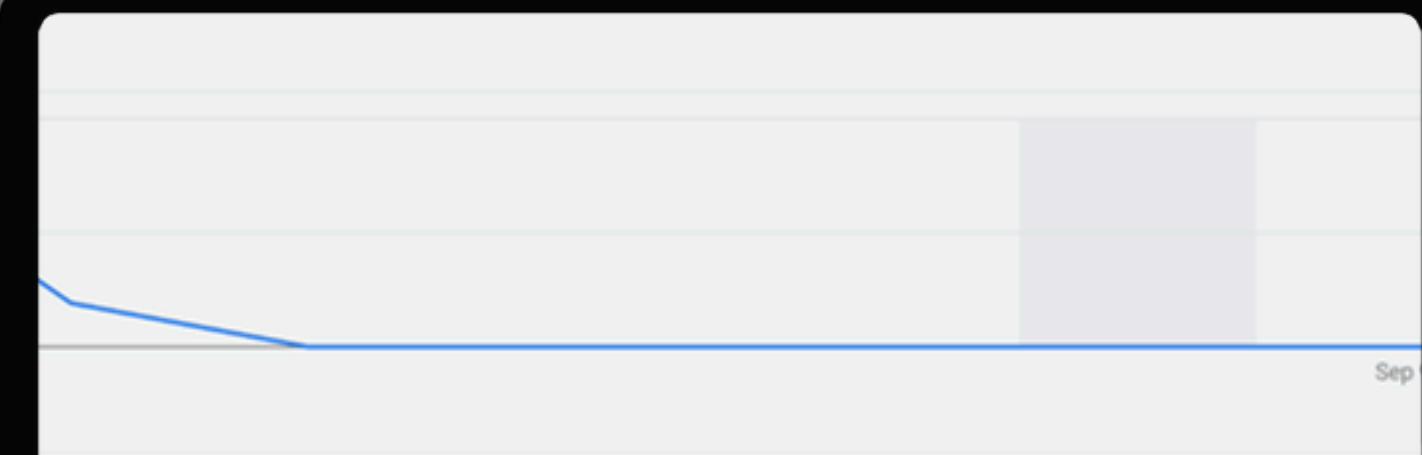
Results	Reach	Impressions	Cost per result	Amount spent	Ends
—	—	—	—	—	On
—	—	—	—	—	On
17 On-Facebook leads	19,479	27,748	8.34	141.86	On
26 On-Facebook leads	8,563	11,189	31.91	829.75	On
150 On-Facebook leads	84,731	337,343	16.72	2,507.43	On
17 On-Facebook leads	7,432	10,629	61.41	1,043.89	On
210 On-Facebook leads	122,936 Accounts Centre acco...	386,909 Total	21.54 Per on-Facebook leads	4,522.93 Total Spent	

Google PPC

Works

Add filter

<input type="checkbox"/>	Search term	Match type	Added/Excluded	Campaign	Ad group	↓ Cli	Impr.	CTR	Avg. CPC	Cost	Campai type
Total: Search te...						116	1,866	6.22%	AED4.17	ED483.55	
<input type="checkbox"/>	خرید ملک در دبي	Broad match	None	Website traffic-Search-Farsi- Top 5 - 230824	Ad group 1	7	41	17.07%	AED8.47	AED59.26	Search
<input type="checkbox"/>	dubai real estate jobs	Broad match	None	Website traffic-Search-top5-220824-	Ad group 1	4	8	50.00%	AED3.02	AED12.10	Search
<input type="checkbox"/>	dubai properties	Exact match (close variant)	None	Website traffic-Search-top5-220824-	Ad group 1	3	29	10.34%	AED2.93	AED8.79	Search
<input type="checkbox"/>	خرید خانه در دبي	Exact match	✓ Added	Website traffic-Search-Farsi- Top 5 - 230824	Ad group 1	2	16	12.50%	AED9.91	AED19.82	Search
<input type="checkbox"/>	قیمت خانه در دبي	Exact match	✓ Added	Website traffic-Search-Farsi- Top 5 - 230824	Ad group 1	2	7	28.57%	AED3.37	AED6.74	Search
<input type="checkbox"/>	خانه در دبي	Broad match	None	Website traffic-Search-Farsi- Top 5 - 230824	Ad group 1	2	4	50.00%	AED2.80	AED5.60	Search
<input type="checkbox"/>	خرید مغازه در دبي	Broad match	None	Website traffic-Search-Farsi- Top 5 - 230824	Ad group 1	2	1	200.00%	AED4.54	AED9.08	Search
<input type="checkbox"/>	خرید ملک دبي	Broad match	None	Website traffic-Search-Farsi- Top 5 - 230824	Ad group 1	2	7	28.57%	AED16.17	AED32.34	Search
<input type="checkbox"/>	ویزا دبي	Exact match (close variant)	None	Website traffic-Search-Farsi- Top 5 - 230824	Ad group 1	2	9	22.22%	AED2.62	AED5.23	Search
<input type="checkbox"/>	dubai property expo	Broad match	None	Website traffic-Search-top5-220824-	Ad group 1	2	6	33.33%	AED1.03	AED2.07	Search



Search Segment Columns Reports Download Expand More

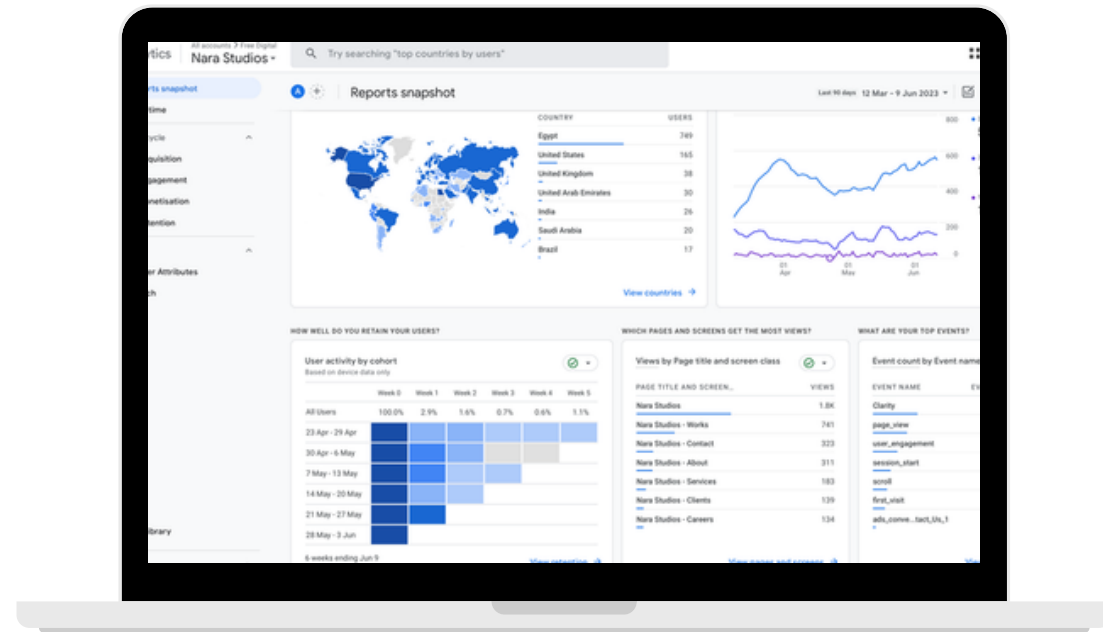
Budget	Status	Optimiz	Campa type	↓ Cli	Impr.	CTR	Avg. CPC	Cost
AED155.23/day	Paused	-	Search	111	2,331	4.76%	AED3.11	AED345.06
AED208.51/day	Paused	-	Search	83	762	10.89%	AED4.47	AED371.21
AED177.22/day	Paused	-	Search	21	274	7.66%	AED4.14	AED86.95
in your ...				215	3,367	6.39%	AED3.74	AED803.22
AED0.00/day				215	3,367	6.39%	AED3.74	AED803.22

Traffic Monitoring

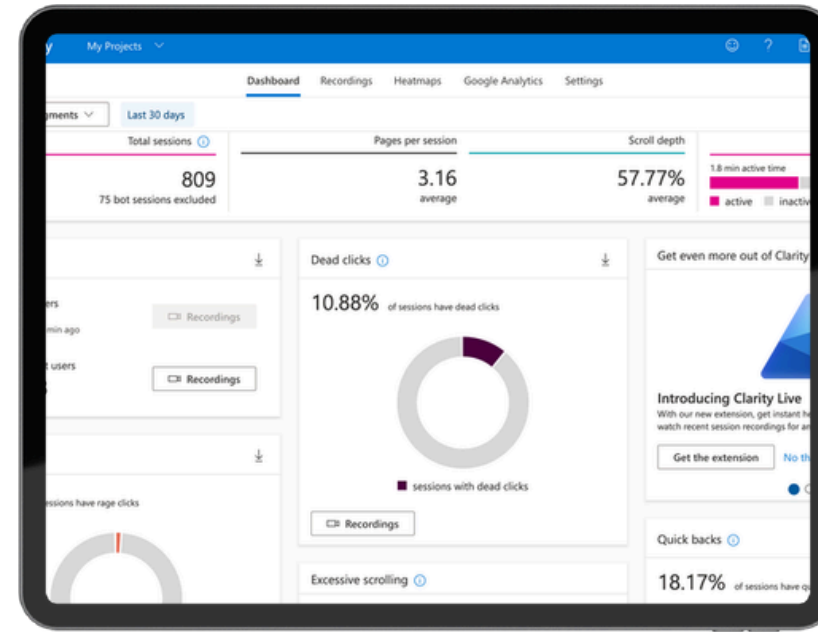
Works



Google Analytics



Microsoft Clarity



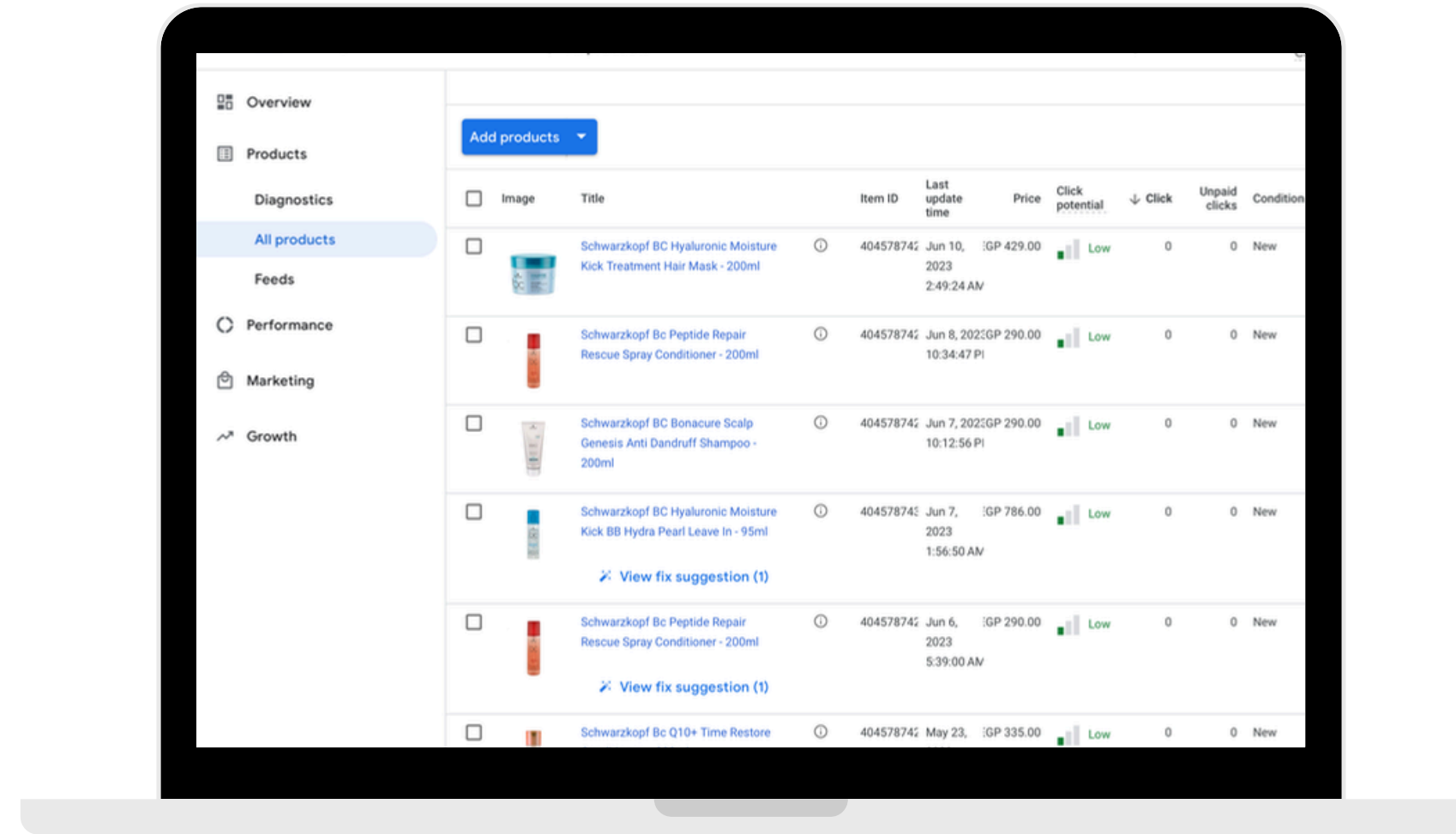
HotJar

Highlights	Relevance	Date	User	Country	Action #
<input type="checkbox"/>	High	22 Mar, 19:20	d33886ff (new)	Morocco	80
<input type="checkbox"/>	High	01 Apr, 14:37	52206bde (new)	Senegal	73
<input type="checkbox"/>	High	10 Jun, 03:10	29a6d4d6 (new)	Egypt	70
<input type="checkbox"/>	High	10 Jun, 00:13	f8f79e25 (new)	Egypt	77
<input type="checkbox"/>	High	15 May, 18:36	e3250f5d	Egypt	71
<input type="checkbox"/>	High	03 May, 05:55	e0154945	Egypt	50
<input type="checkbox"/>	High	27 Mar, 15:41	377e1116	Egypt	67
<input type="checkbox"/>	High	24 Mar, 15:54	9477163e	India	83
<input type="checkbox"/>	High	20 Mar, 17:17	377e1116 (new)	Egypt	107
<input type="checkbox"/>	Moderate	28 May, 14:04	f4c1696e (new)	India	73
<input type="checkbox"/>	Moderate	28 May, 13:57	cef1309b	United Kingdom	22
<input type="checkbox"/>	Moderate	25 May, 00:49	d6f1c52d (new)	Mexico	41
<input type="checkbox"/>	Moderate	22 May, 08:46	03d76a0c (new)	Saudi Arabia	51

Google Merchant Center

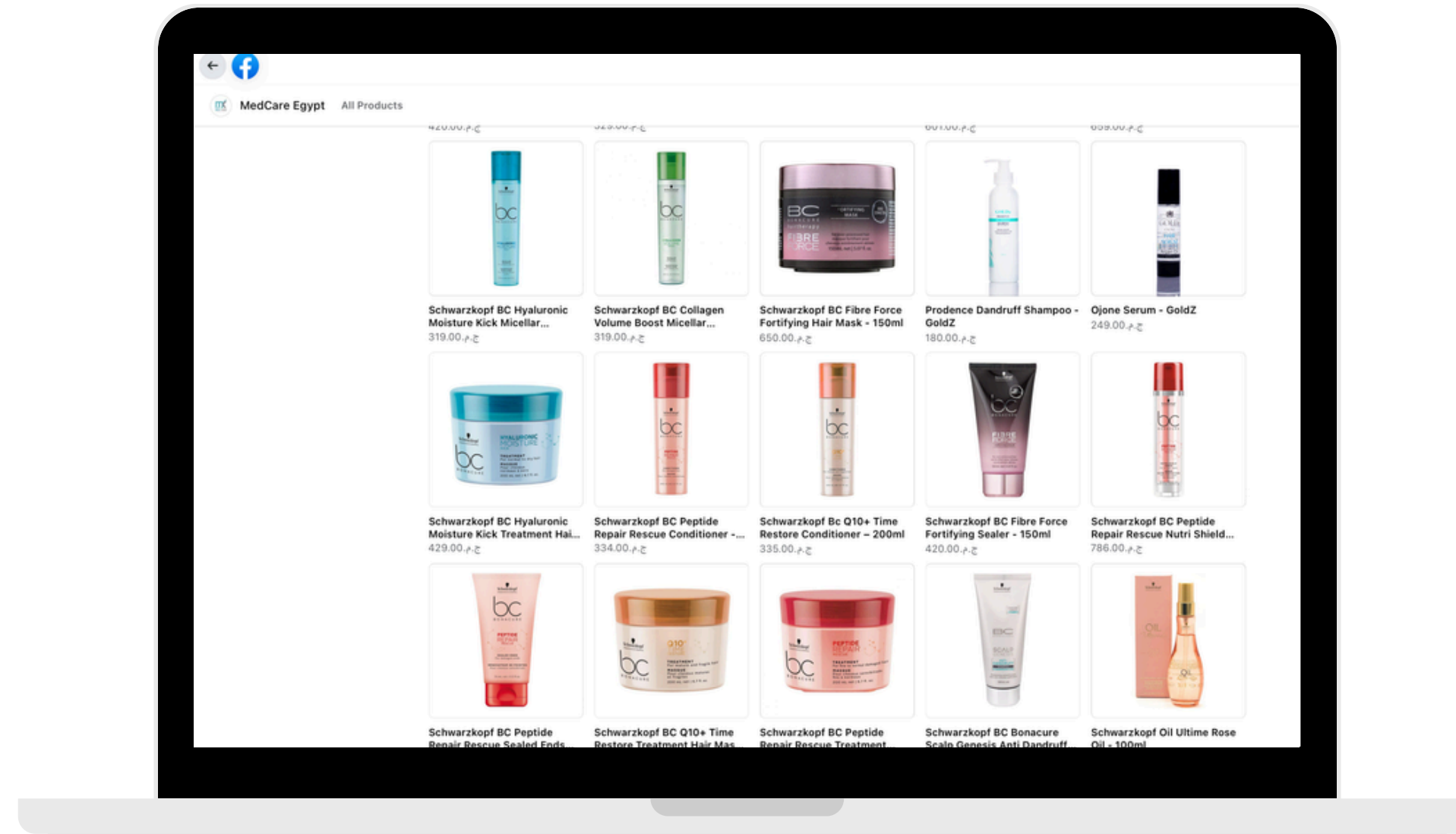
Works

Managed the product catalog and shopping campaigns for Med Care Egypt across Google Merchant Center.

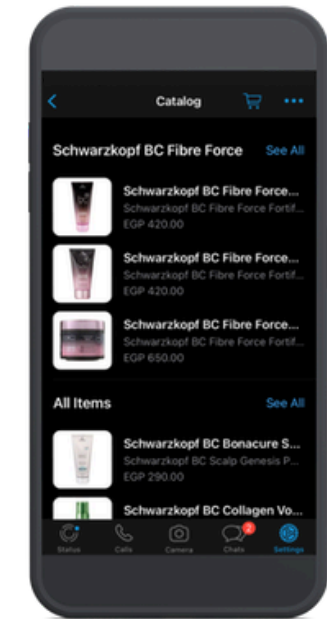
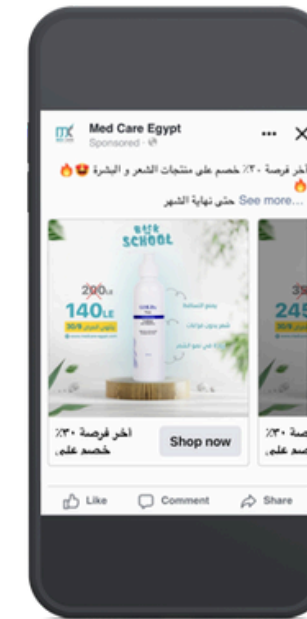
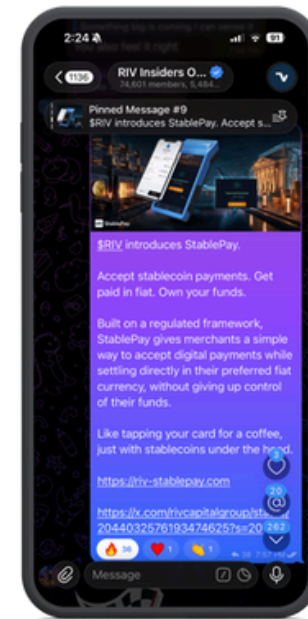
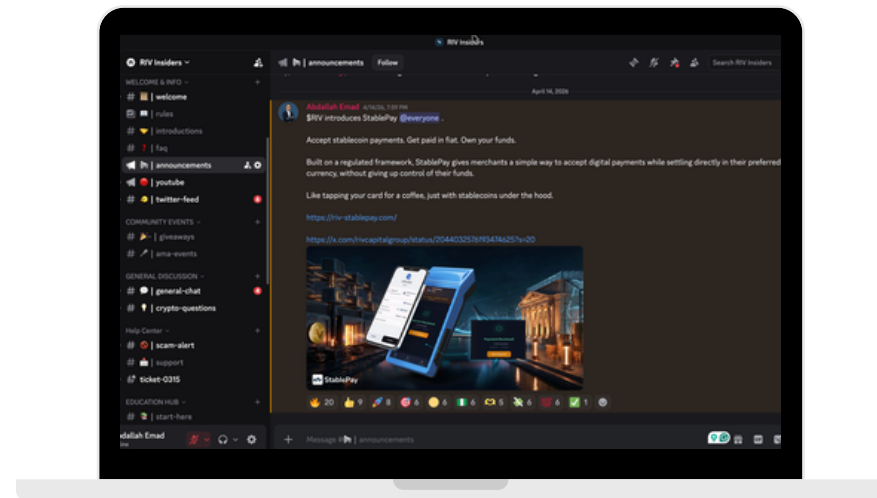
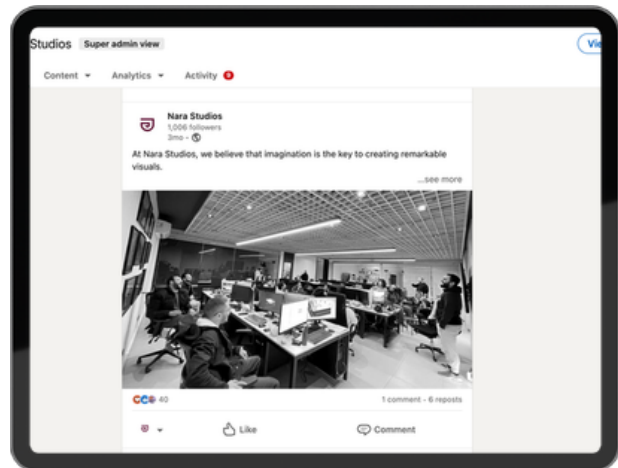
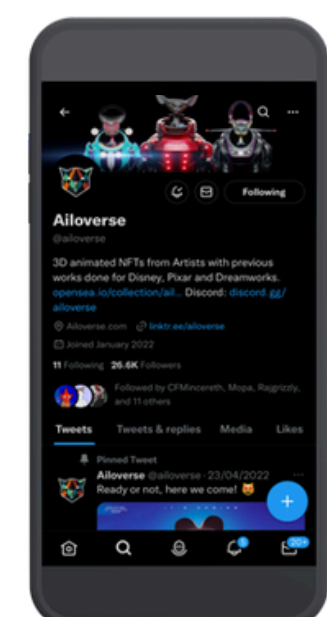
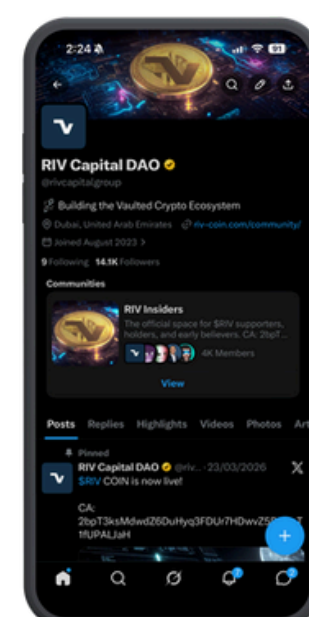
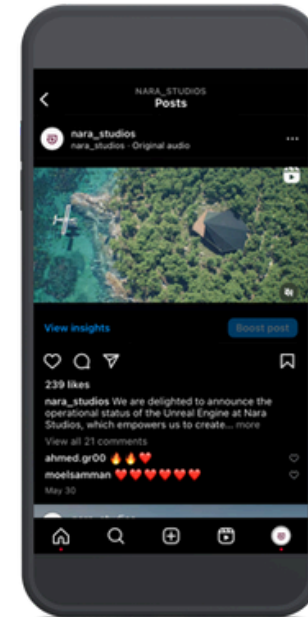
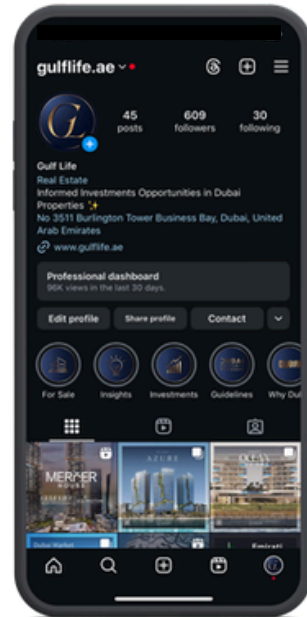
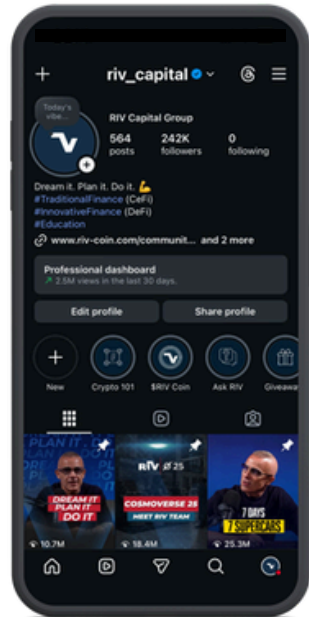
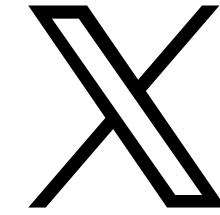


Fb, IG & Woocommerce shop

Works



Social Media Works



Get in Touch

Let's work together



abdallahemad.com



[+971 50 2293 967](tel:+971502293967)



me@abdallahemad.com

