

# KHALID HAMADEH

[khalidhamadeh.netlify.app](https://khalidhamadeh.netlify.app) | Toronto, Canada | 343-961-9699 | [hamadeh.khalid@gmail.com](mailto:hamadeh.khalid@gmail.com) | [linkedin.com/in/khamadeh](https://linkedin.com/in/khamadeh)

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## SUMMARY

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Growth Marketing leader with 10+ years scaling startups and enterprises through performance marketing, cross-channel acquisition, and data-driven experimentation. Expert in full-funnel digital strategies across Paid Social (Meta, Tiktok, X), Google, App Store, Google Play, paid social, and search channels. Proven track record building marketing systems that drive sustainable growth - 150% subscriber growth at Enki, \$1.5M ARR at FB Marketing School, \$377M revenue impact at Meta. Technical marketer who built Ad Optimum, an ads measurement SaaS platform that delivered 28% incremental ROI lift through predictive analytics and automated testing frameworks.

## WORK EXPERIENCE

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### K.H. Growth Consulting

**Jan 2024 - Present**

Founder and CMO

Toronto, Canada

- Scaled growth marketing for 15+ early-stage startups across Tech, FinTech, SaaS, DTC industries, achieving an 80% client funding success rate including Morning Brew (\$75M exit), Athena Club (\$15M Series A), using Revenue Operations, Paid Media (PPC, display, Meta, TikTok, YouTube), SEO, Growth Loops, Organic Content Marketing, and Partnerships.
- Built and launched 'Ad Optimum' – a rapid ads measurement platform that enhances ROI with predictive analytics - ran 300+ successful experiments for 20+ brands, including the Toronto Raptors (drove a 28% incremental lift in ROAS).
- Solo-developed and launched TalentTuner.app, an AI-powered resume optimization platform (SaaS), including algorithmic development, UI and user experience (UX) design, SEO, GTM strategy, automated GTM marketing processes, and outbound + inbound growth loops.

### Enki

**Feb 2023 – Jan 2024**

Head of Marketing

Toronto, Canada / Remote

- Drove transformative B2C and B2B growth of Enki's technical skills edtech platform, achieving 150% subscriber growth in 6 months and surpassing 2.5 million professional users. Led go-to-market efforts and scaled Enki's enterprise solution with a 250% increase in client acquisition and a 300%+ increase in qualified leads.
- Led experimentation frameworks and incrementality testing (conversion lift) on paid acquisition channels – initiatives to measure true campaign lift resulting from CRO and landing page A/B testing - driving a 40% increase in budget efficiency.
- Built and led a high-functioning marketing team of five, fostering high performance through mentorship and data-driven strategies, while co-leading investor relations and securing a second seed funding round (~\$2M).
- More than doubled paid subscribers (+150%) in 8 months with a ROAS of 5.5x, using organic and paid social, lifecycle marketing, Apple Ads + App Store Optimization (ASO), website experimentation, robust targeting strategies, creative testing, landing page testing, message optimization, and integration with mobile measurement partners (MMPs).
- Spearheaded Enki's B2B enterprise go-to-market strategy, elevating brand perception and positioning with a full website redesign and optimization, SEO strategy, B2B demand generation campaigns, and automated GTM marketing pipeline.

### FB Marketing School

**Aug 2019 – Feb 2023**

Founder and Head of Growth

Toronto, Canada / Remote

- Founded and scaled a global edtech platform delivering structured, on-demand courses that enabled over 5,000 professionals and businesses across 110+ countries to master data-driven paid social strategies – consistently achieving 3-5x ROAS improvements and accelerating participant revenue growth by a reported 200% YoY.
- Built a learning community of 30,000 marketers, founders, and executives who applied these frameworks to secure funding, scale acquisition funnels, and optimize LTV, cementing the platform as a go-to resource for marketing excellence.
- Implemented lifecycle marketing automation that improved customer LTV by 30% and reduced churn. Developed retention strategies that increased repeat purchase rate by 20% through personalized email and on-site campaigns.

**Facebook (Meta)****Apr 2018 – Aug 2019**

Global Solutions Partner

Menlo Park, USA

- Managed Global Digital Native Client Partnerships (Netflix, Wish, Amazon, Uber, Wayfair, eBay). Exceeded quota for 4 straight quarters, contributing to a \$377M (+60% YOY) yearly revenue for global clients, including social graph analysis, ad product roadmapping, and leading growth experiments + execution of an experimentation agenda.
- Led international market expansion and cross-border eCommerce initiatives, customizing marketing approaches for North America, UK, and AU/NZ, as well as Global campaigns, resulting in a 35% revenue increase.
- Developed a new framework for measuring and visualizing marketing performance through ROI based attribution; framework scaled to 20+ teams in sales org to inform client strategic decision-making.

**Facebook (Meta)****Oct 2016 – Apr 2018**

Client Solutions Manager

Toronto, Canada

- Marketing solutions expert on D2C and Brand accounts (clients included Coca-Cola, Nestle, J&J, RB, Capital One, Molson), generating measurable key ROI outcomes, scaling ad spend, & averaging 120% quota attainment.
- Led customer acquisition and customer engagement strategies, grounded in advanced measurement methodologies & ROI/lift based outcomes – focusing on creative strategy, media planning, measurement, and execution. Executed creator collaborations that contributed to viral campaigns and increased social media reach by 60%.

**Rogers Communications Inc.****Oct 2015 – Oct 2016**

Digital Media Performance Manager

Toronto, Canada

- Led digital efforts for Rogers Wireless & Sportsnet, managing digital campaigns & performance across Facebook, Google, Snapchat, Programmatic/Display; achieved 90% increase in customer acquisition rates. Led brand activation events, experiential marketing campaigns, and pop-up launches that enhanced customer engagement and drove sales.

**Carat, Dentsu Aegis****Aug 2014 – Apr 2016**

Digital Media Buyer

Toronto, Canada

- Lead social buyer (Facebook & Twitter) on the Procter & Gamble digital portfolio – managing ~\$1.3MM per month in social buys while addressing key P&G business challenges by scaling conversions, testing methodologies, controlling ad spend + CPM, copywriting, project management, and program launches.

**EDUCATION**

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**Queen's University, Smith School of Business****2010 - 2014****Bachelor of Commerce degree**

Kingston, Canada

- Major in Marketing & Finance. Achieved a GPA of 3.9 ; Recipient of the Ian & Carol Friendly Scholarship (leadership + academic standing) + Dean's List Academic Scholarship (academic standing).
- Completed academic exchange abroad at ESADE University in Barcelona, Spain (Business/Commerce).

**SKILLS & CORE COMPETENCIES**

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- Growth Marketing • Digital Strategy • Performance Marketing • Paid Media Management • Customer Acquisition • Retention
- Go-to-Market (GTM) Strategy • Product Marketing • Product Development • Growth Strategy • Demand Generation • Lead Gen
- B2B Marketing • B2C + DTC Marketing • SaaS Marketing • E-Commerce Marketing • Product-Led Growth • BI Tools
- Data Analysis • Performance Trends and Visualization • Testing Roadmaps • Performance Calibration • SplitMetrics
- Team Leadership & Development • P&L Management • Return on Investment (ROI) Optimization • Design Optimization
- Facebook Ads • Instagram Ads • Google Ads • TikTok Ads • LinkedIn Ads • Apple Search Ads • RevOps • Marketing Automation
- Lifecycle Marketing • Social Media Marketing • Content Marketing • SEO/SEM • App Store Optimization • Video Marketing
- Marketing Attribution • Conversion Rate Optimization (CRO) • A/B Testing • Marketing Mix Modeling • Incrementality Testing
- Market Research • Competitive Analysis • Cross-Channel Marketing • Data-Driven Decision Making • Artificial Intelligence (AI)