

Christopher Bou Rached

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PROFILE SUMMARY

Results-driven Media Buyer and Digital Marketer with 2+ years of experience managing and scaling paid acquisition campaigns for e-commerce brands. Specialized in Meta Ads performance marketing and outbound lead generation systems. Proven ability to improve ROAS, reduce CPA, and build scalable acquisition pipelines. Combines analytical thinking with hands-on execution and leadership experience managing junior media buyers.

EDUCATION

Bachelor of Engineering in Petroleum Engineering, Notre Dame University

Beirut, Lebanon (Sep 2020- July 2025)

EXPERIENCE

Founder & Strategic Growth Lead – Cloud Nest Media - Remote (Jan 2023 - Aug 2025)

Performance Marketing (Meta Ads):

- Managed and optimized \$15K-\$50K/month ad spend across multiple e-commerce clients, primarily in the clothing niche
- Increased average ROAS from 2.1x to 3.4x through structured creative testing and audience optimization
- Reduced CPA by 25-40% across key accounts by refining targeting, creatives, and funnel performance
- Launched and scaled 50+ ad campaigns, handling full lifecycle from strategy to execution and scaling
- Conducted high-volume A/B testing (creatives, hooks, offers), identifying winning combinations and scaling profitably
- Improved CTR by 20%+ and conversion rates through iterative creative and copy optimization
- Built and optimized campaign structures for scalability, maintaining profitability during spend increases

Lead Generation (Agency Growth):

- Designed and executed outbound lead generation systems generating consistent client acquisition
- Sent 7,000+ cold emails/month using Instantly.ai, achieving 3-6% reply rates and qualified lead flow
- Sourced and segmented 10,000+ leads using Apollo.io for targeted outreach campaigns
- Developed cold outreach scripts and messaging angles, improving response quality and conversion to calls
- Conducted manual and semi-automated Instagram outreach, contributing to inbound interest and client pipeline
- Managed lead tracking, follow-ups, and pipeline organization to improve conversion efficiency

Leadership & Team Management:

- Progressed from freelance media buyer to managing a team of 3-5 junior media buyers
- Oversaw campaign performance across accounts, providing strategic direction and optimization feedback
- Assisted in onboarding and training new team members on Meta Ads strategy and execution
- Implemented performance tracking systems to ensure accountability and consistent results across the team

TECHNICAL SKILLS & COMPUTER SKILLS

Performance Marketing:

Meta Ads (Facebook & Instagram), Campaign Strategy, Scaling, A/B Testing, Funnel Optimization

Lead Generation:

Cold Email Outreach, Lead Sourcing, Pipeline Management, Messaging Strategy

Analytics & Optimization:

ROAS Optimization, CPA Reduction, CTR & Conversion Rate Improvement, Data Analysis

Tools:

Meta Ads Manager, Apollo, Instantly, WeTracked, n8n (basic automation)

LANGUAGES

Arabic (Native) · English (Fluent) · French (Intermediate) · Portuguese (Classroom Study)

ACTIVITIES & LEADERSHIP

Competitive Athlete

Active in multiple sports demonstrating discipline, resilience, and high physical conditioning. Experience includes competing in amateur boxing tournaments (2025), participating in a powerlifting competition (2023), completing long-distance running events including a marathon (2025), and working as a ski instructor with strong skiing proficiency developed since childhood (2024-2025-2026).

DJ