

# Zaid Dabus

## Marketing Director | Paid Media, Growth & Performance Marketing

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Languages: English, Arabic

### SUMMARY

Marketing leader with 11 years and \$39M in hands-on paid media spend across 55+ brands in healthcare, financial services, fitness, SaaS, and e-commerce. Currently direct a \$4.8M annualized media budget for a 46-location interventional radiology portfolio, reporting to the CEO. Work spans performance marketing, brand, lifecycle, and digital: scaled monthly spend 4.7x while lowering blended cost per lead 49% over 12 months, produced \$277M in attributable deposits in a single year, and built and led a 23-person team. Recognition includes 12 awards and honors. Experience across Meta, Google, TikTok, LinkedIn, programmatic, and Connected TV, with marketing analytics, attribution, CRO, automation, and agency management.

### EXPERIENCE

#### Interventional Radiology Portfolio - Director of Paid Media

August 2025 - Present | Tampa, FL

- **Acquisition Across 46 Locations:** Own the end-to-end patient acquisition funnel (paid advertising, creative, landing pages, CRO, email/SMS nurturing, and education) for an interventional radiology portfolio, reporting directly to the CEO.
- **Scaled Spend 4.7x While Lowering Blended CPL 49%:** Grew monthly paid media spend from roughly \$85K to \$400K (\$4.8M annualized) over 12 months while reducing blended cost per lead from \$28.50 to \$14.63.
- **1,000+ New Customers Per Month:** Drive 1,012 monthly new patients with a 55% repeat rate.
- **2.5x Conversion Rate via Automation:** Increased lead-to-consult scheduling from 6% to 15% and show rates past 60% with automated email/SMS nurture and a VSL-driven funnel.
- **Creative Testing Engine:** Ship 5-10 single-variable creative tests weekly; built an AI-assisted creative scoring engine on historical conversion data that pre-grades every concept before launch.
- **Launched a New Product Line From Zero:** Took a new service line to market with audience research, five-angle testing, and dual test funnels; now a staple offering adding \$185K average annual revenue per location (approximately \$8.5M total).

#### Credit union - Marketing Communications Media Director

May 2023 - August 2025 | Tampa, FL

- **Directed \$4.2M Annual Media Budget:** Led integrated strategy across digital and traditional channels, achieving a 64% increase in ROAS through data-driven reallocation and optimization.
- **Planned and Bought \$2.1M/Year in Connected TV:** Ran CTV as a core channel alongside digital and traditional, integrated into one measurement and budget framework.
- **ROI-Driven Production:** Led all digital ad campaigns, producing \$277M in additional deposits, 3,240 new members, and 20,000+ online product applications in a single year.
- **Cut Acquisition Costs 81.6% YoY:** Reduced cost per application from \$40.59 to \$7.45.
- **Increased Online Acquisition 300% YoY:** Grew digital acquisitions to 24% of all new memberships opening online.
- **\$288K in Media Cost Savings:** Renegotiated vendor and agency contracts and transitioned key services in-house.
- **Award-Winning Campaigns:** Secured eight marketing awards, including top honors from CUNA and Gramercy.

#### Internet Friends - Fractional Growth Marketing Director / Consultant

February 2023 - Present | Tampa, FL

- **Multi-Industry Client Portfolio:** Deliver ROI through data-driven paid media, branding, and web strategies for clients across healthcare, fitness, restaurants, and financial services.
- **Go-to-Market Campaigns:** Custom branding, messaging, website design, and omnichannel launch strategies for new brands in competitive markets.

#### Internet Friends - Fractional Growth Marketing Director / Consultant (continued)

- **300% Increase in Online Membership Sales:** Lowered CPAs by 50% for a regional fitness chain, supporting expansion from 19 to 35 locations.
- **Revenue-Driven Marketing:** Delivered a 1,100% average revenue increase across clients via digital ad strategy, lifecycle email marketing, and UX optimization.

#### Cape & Bay - Director of Digital Media

January 2018 - May 2023 | Tampa, FL

- **Transformed Marketing Operations:** Spearheaded data-driven growth marketing strategies for a multi-location and franchise client portfolio spanning health, wellness, fitness, automotive, legal, medical, SaaS, and e-commerce.
- **Directed \$1M+/Month Media Budgets:** Allocated across paid social, programmatic, SEM, and \$4M+ in Connected TV.
- **700+ Locations Managed:** Developed, managed, and reported on campaigns at 8x+ average ROAS on hyperlocal and regional campaigns.
- **Led a 23-Person Team:** Built and developed a high-performing team across media buying, analytics, and creative, growing the client portfolio 150% YoY.
- **Drove Exponential Revenue Growth:** Propelled agency revenue growth by 1,100% through client pitches and retention strategies.

#### GymRevenue - Marketing Manager

January 2016 - January 2018 | Tampa, FL

- **Directed All Marketing:** Achieved a 300% increase in lead volume for a growing SaaS brand marketing to business owners and operators.
- **Go-to-Market Strategy:** Partnered with executive leadership on market research, positioning, offer creation, and data-backed landing pages.

#### GymRevenue - Lead AdOps Specialist

July 2015 - January 2016 | Tampa, FL

- **13x ROAS on Managed Campaigns:** Executed and optimized paid campaigns through meticulous data analysis and creative iteration.
- **Built a High-Performing Team:** Created the training programs behind 4x paid ads team growth.

#### SKILLS

**Paid Media:** Meta Ads (Facebook/Instagram), Google Ads (Search, PMax, YouTube), TikTok Ads, LinkedIn Ads, Programmatic / Display, Connected TV / Streaming, Traditional Media

**Analytics:** GA4, Looker Studio, Triple Whale, Northbeam, Attribution Modeling, Incrementality Testing, Media Mix Modeling, Predictive Modeling & Lead Scoring

**CRM & Martech:** HubSpot, Salesforce, GoHighLevel, Marketing Automation, Audience Segmentation

**Growth:** Conversion Rate Optimization, Landing Page Development, Lifecycle Marketing (Email & SMS), A/B Testing, Funnel Optimization, AI-Assisted Marketing Systems

**Leadership:** Team Building & Management, Agency & Vendor Management, Budget Management, Executive Reporting

#### AWARDS AND HONORS | 12 DISTINCTIONS

Telly Awards Silver | 2025

Marketing, PR & Development Council Diamond Award | 2025

CUNA Marketing Diamond Award (x2) | 2024, 2023

Gramercy Institute Content Marketing Award | 2023

Marketing Association of Credit Unions Gold | 2023

Marketing Association of Credit Unions Silver (x2) | 2023

25 Under 25 Honoree, Tampa Bay Business Journal | 2022

US Social Media Awards Finalist, Best Use of Paid Media (x2) | 2021, 2020

US Social Media Awards Finalist, Innovation | 2020