



**EHAB FARAG**  
END-TO-END  
DIGITAL GROWTH  
PORTFOLIO



WEB DESIGN, SEO, E-COMMERCE,  
CONTENT, VIDEO & PERFORMANCE  
MARKETING



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+971 503 753 954



[www.Falqonix.ae](http://www.Falqonix.ae)



## ABOUT MY


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# DIGITAL AND PERFORMANCE MARKETING SENIOR MANAGER

### EXECUTIVE SUMMARY

This report highlights my professional experience and selected work across digital marketing disciplines, including website design, SEO, e-commerce solutions, content creation, AI-powered video production, and paid advertising campaigns. The focus is on measurable results, scalability, and data-driven growth strategies suitable for remote and international teams.

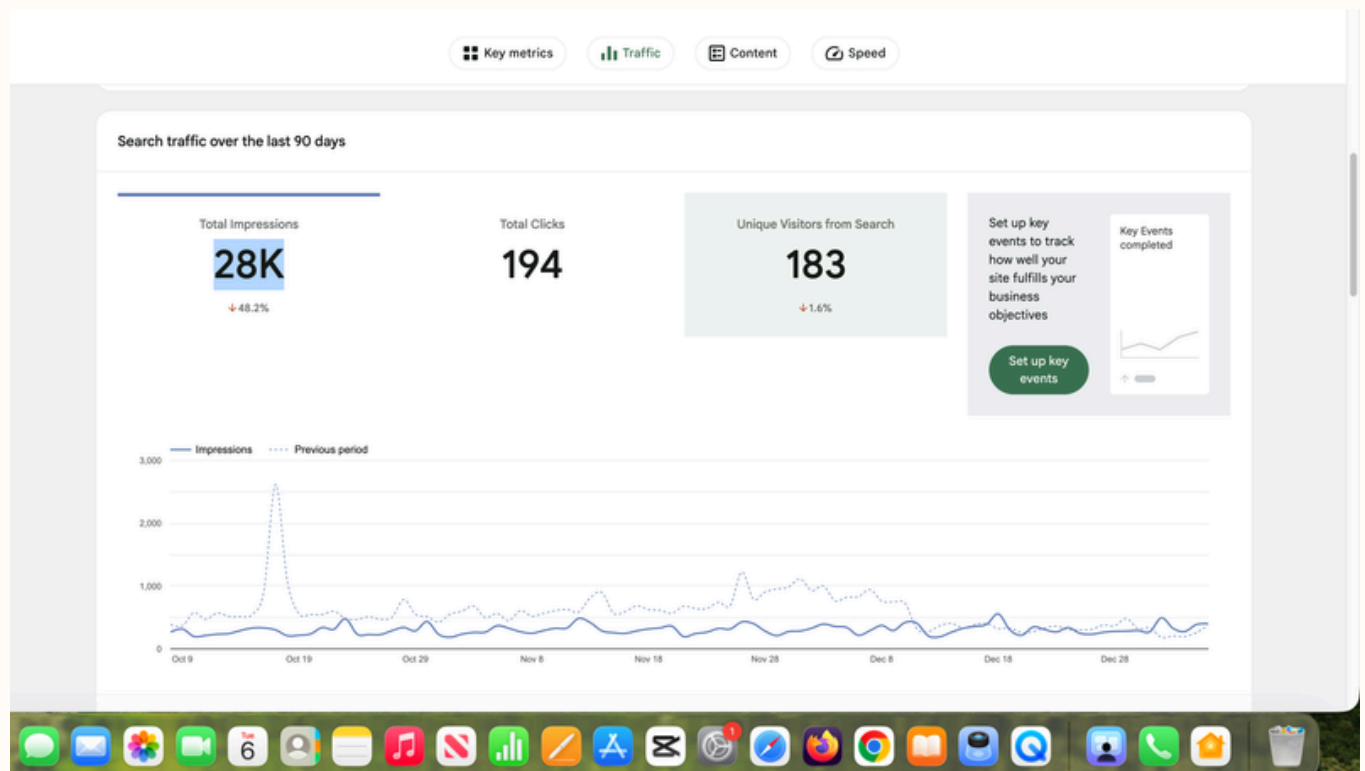


# 1. WEBSITE DESIGN & CONVERSION OPTIMIZATION

Web design and manage high-performing, user-centric websites focused on conversion, speed, and SEO readiness. My approach combines UX/UI best practices, mobile-first design, and clear customer journeys to support lead generation and sales objectives.

## Signage Supplies

<https://signagesupplies.au>



## AI Video Creation

[AI VIDEO LINK 1 >>>](#)

[AI VIDEO LINK 2 >>>](#)

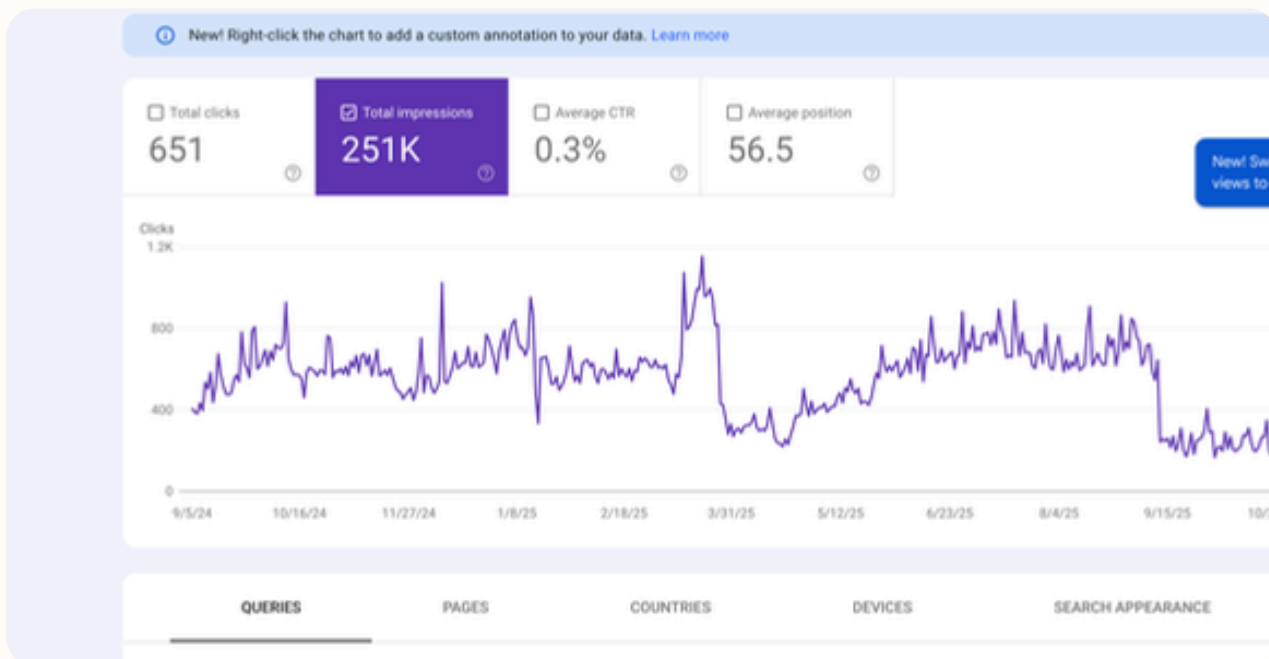
[AI VIDEO LINK 3 >>>](#)





**SIGNS CITY**

<https://signscity.com.au>



## AI Video Creation

[AI VIDEO LINK 1 >>>](#)

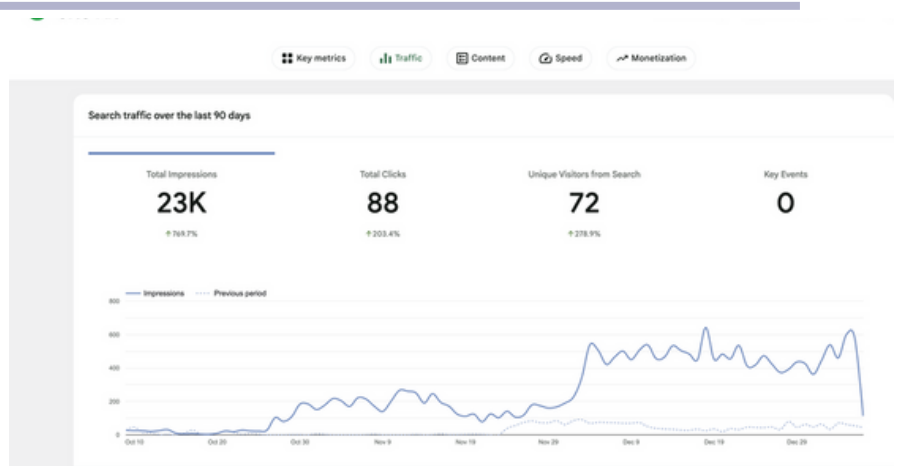
[AI VIDEO LINK 2 >>>](#)

[AI VIDEO LINK 3 >>>](#)





<https://falqonix.ae>



## AI Video Creation

[AI VIDEO LINK 1 >>>](#)

[AI VIDEO LINK 2 >>>](#)

[AI VIDEO LINK 3 >>>](#)

[AI VIDEO LINK 4 >>>](#)

[AI VIDEO LINK 5 >>>](#)

[AI VIDEO LINK 6 >>>](#)

[AI VIDEO LINK 7 >>>](#)

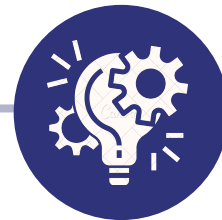
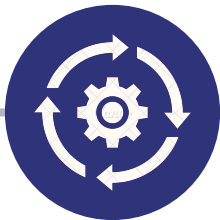
[AI VIDEO LINK 8 >>>](#)

## AI VIDEO PRODUCTION & VISUAL CONTENT

I PRODUCE SCALABLE AI-POWERED VIDEOS FOR EDUCATION, MARKETING, AND SOCIAL MEDIA USING AI AVATARS, SCRIPTS, VOICEOVERS, AND PROFESSIONAL EDITING. THIS SOLUTION IS IDEAL FOR BRANDS SEEKING COST-EFFECTIVE, HIGH-VOLUME VIDEO CONTENT WITHOUT SACRIFICING QUALITY.

### KEY SKILLS:

AI AVATARS, SCRIPTWRITING, AI VOICEOVERS, VIDEO EDITING, EDUCATIONAL & MARKETING VIDEOS

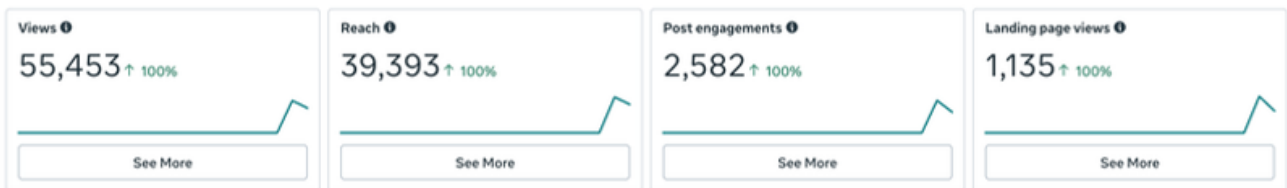


## Search Engine Optimization (SEO)

I deliver full-spectrum SEO strategies that increase organic visibility, qualified traffic, and long-term rankings. This includes technical SEO audits, on-page optimization, keyword strategy, content optimization, and authority-building through ethical link strategies.

### Key Skills:

Technical SEO, On-Page SEO, Keyword Research, Content SEO, Local & International SEO



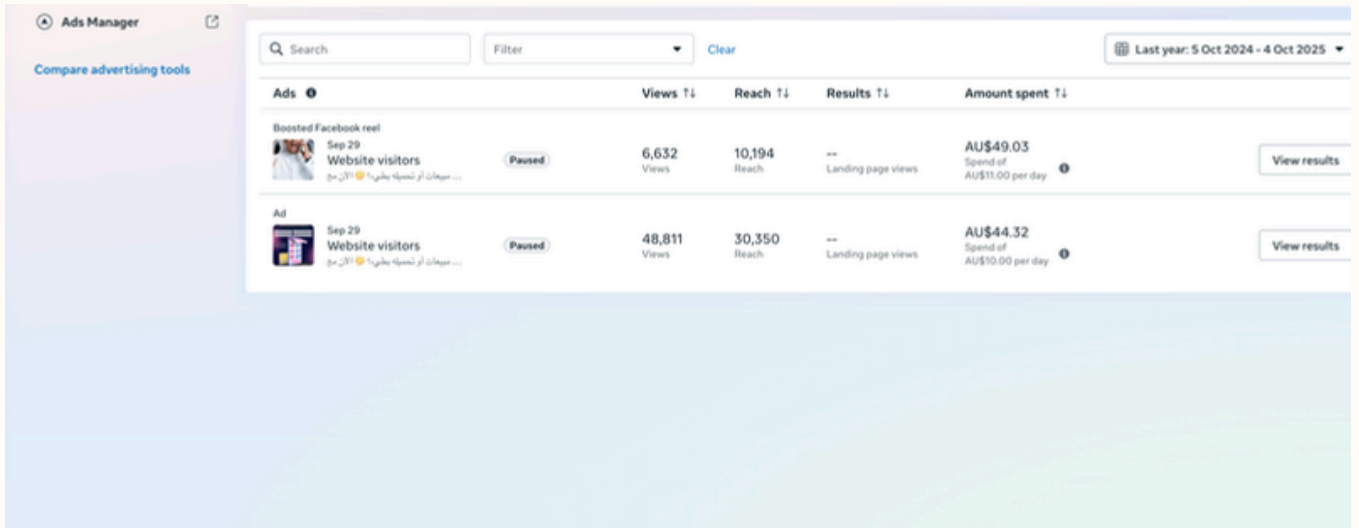
# ADVERTISING

## Paid Advertising & Performance Campaigns

I manage data-driven advertising campaigns across Meta, Google, and TikTok, focusing on ROI, audience targeting, creative testing, and funnel optimization. Continuous performance analysis ensures scalable and sustainable results.

Key Skills:

Meta Ads, Google Ads, TikTok Ads, Funnel Strategy, Analytics & Optimization



Ads	Views	Reach	Results	Amount spent
Booster Facebook reel Sep 29 Website visitors Paused	6,632 Views	10,194 Reach	-- Landing page views	AU\$49.03 Spend of AU\$11.00 per day
Ad Sep 29 Website visitors Paused	48,811 Views	30,350 Reach	-- Landing page views	AU\$44.32 Spend of AU\$10.00 per day

## AI Video Creation

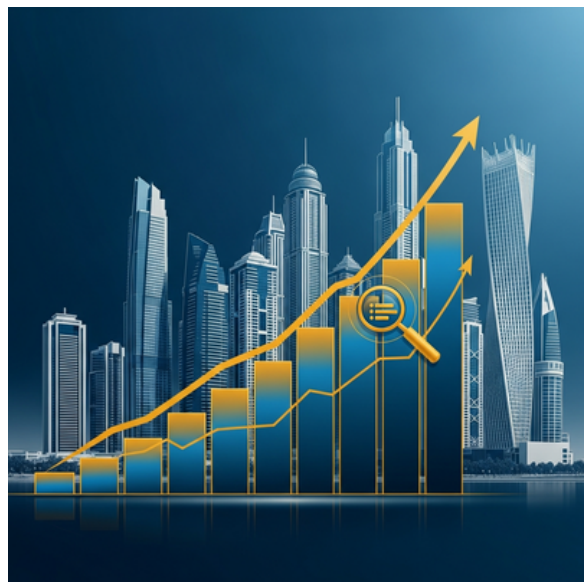


[AI VIDEO LINK 1 >>>](#)

[AI VIDEO LINK 2 >>>](#)

[AI VIDEO LINK 3 >>>](#) **4958 VIEWS**





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# E-COMMERCE DEVELOPMENT & GROWTH



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Relevant samples, live websites, SEO case studies, video examples, and campaign results are available via the links below:

## **PORTFOLIO SHOWCASE – SELECTED WORK SAMPLES**

### ▶ **YOUTUBE CHANNEL (HIGHLIGHTS)**

[HTTPS://WWW.YOUTUBE.COM/@FALQONIXAE](https://www.youtube.com/@falqonixae)

### **FASHION & LIFESTYLE**

[HTTPS://WWW.YOUTUBE.COM/WATCH?V=SBLBJBEOEIQ](https://www.youtube.com/watch?v=SBLBJBEOEIQ)  
[HTTPS://WWW.YOUTUBE.COM/WATCH?V=T8\\_EV\\_YYLP8](https://www.youtube.com/watch?v=T8_EV_YYLP8)  
[HTTPS://WWW.YOUTUBE.COM/WATCH?V=RQ-YIIXVYX8](https://www.youtube.com/watch?v=RQ-YIIXVYX8)  
[HTTPS://WWW.YOUTUBE.COM/WATCH?V=QUGJQBVCRTI](https://www.youtube.com/watch?v=QUGJQBVCRTI)  
[HTTPS://WWW.YOUTUBE.COM/WATCH?V=7W40ZMFLAO0](https://www.youtube.com/watch?v=7W40ZMFLAO0)

### **AI VISUAL & CREATIVE DIRECTION**

[HTTPS://WWW.YOUTUBE.COM/WATCH?V=FCMMMWF5\\_AS](https://www.youtube.com/watch?v=FCMMMWF5_AS)  
[HTTPS://WWW.YOUTUBE.COM/WATCH?V=MTYDBNQLHQW](https://www.youtube.com/watch?v=MTYDBNQLHQW)  
[HTTPS://WWW.YOUTUBE.COM/WATCH?V=BY\\_8P9QDLJ0](https://www.youtube.com/watch?v=BY_8P9QDLJ0)

### **BRANDING, E-COMMERCE & RETAIL**

[HTTPS://WWW.YOUTUBE.COM/WATCH?V=MM3NE4ONBOQ](https://www.youtube.com/watch?v=MM3NE4ONBOQ)  
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[HTTPS://WWW.YOUTUBE.COM/WATCH?V=B0N4BUZFTUW](https://www.youtube.com/watch?v=B0N4BUZFTUW)  
[HTTPS://WWW.YOUTUBE.COM/WATCH?V=GMFVJZU9R5C](https://www.youtube.com/watch?v=GMFVJZU9R5C)  
[HTTPS://WWW.YOUTUBE.COM/WATCH?V=OZ28BOEKXM8](https://www.youtube.com/watch?v=OZ28BOEKXM8)  
[HTTPS://WWW.YOUTUBE.COM/WATCH?V=D87P3FMUN64](https://www.youtube.com/watch?v=D87P3FMUN64)  
[HTTPS://WWW.YOUTUBE.COM/WATCH?V=FRBH0DCWMMW](https://www.youtube.com/watch?v=FRBH0DCWMMW)

### **FITNESS / SERVICES / CORPORATE & REAL ESTATE**

[HTTPS://WWW.YOUTUBE.COM/WATCH?V=NKZEWAXXSOO](https://www.youtube.com/watch?v=NKZEWAXXSOO)  
[HTTPS://WWW.YOUTUBE.COM/WATCH?V=IIG4CDELYR8](https://www.youtube.com/watch?v=IIG4CDELYR8)

## **WEBSITE DESIGN & CONVERSION OPTIMIZATION**

[HTTPS://SIGNAGESUPPLIES.AU](https://signagesupplies.au)  
[HTTPS://LNAESSENCE.COM.AU](https://lnaessence.com.au)  
[HTTPS://SIGNSCITY.COM.AU](https://signscity.com.au)  
[HTTPS://SOPHIEDISABILITYSERVICES.COM.AU](https://sophiedisabilityservices.com.au)  
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# THANK YOU



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