Adam Hilia

Marketing Director | Paid Media | Dealer Growth

I build and run the whole marketing engine: creative, paid ads, outreach and sales follow-up. This portfolio shows how I did it for an electric boat brand selling to dealers across the US and Canada, and how I led a brand rebuild for a marine propulsion company.



Studio by Adam

Meknes, Morocco | English, French, Arabic

WAVE-VO | APRIL TO OCTOBER 2026

One marketer. The whole marketing team.

Electric mini jet boat brand selling in the US and Canada. My role: Marketing Director.

24+
dealers signed

55+
dealer meetings

35+
test rides in 10 days

2
containers (24 units) sold for a Texas dealer

Content creation

200+ static ad creatives designed for every campaign.

Paid media

Meta Ads: launch, testing, tracking and optimisation.

Strategy

Channel mix, funnels, retargeting and outreach plans.

Dealer closing

Led the meetings and personally closed 10+ dealers.

Client follow-up

Followed every dealer from first reply to signed deal.

Social and customer care

Ran social media and answered every B2C message.

WAVE-VO | CASE 1

Building a dealer network from four channels

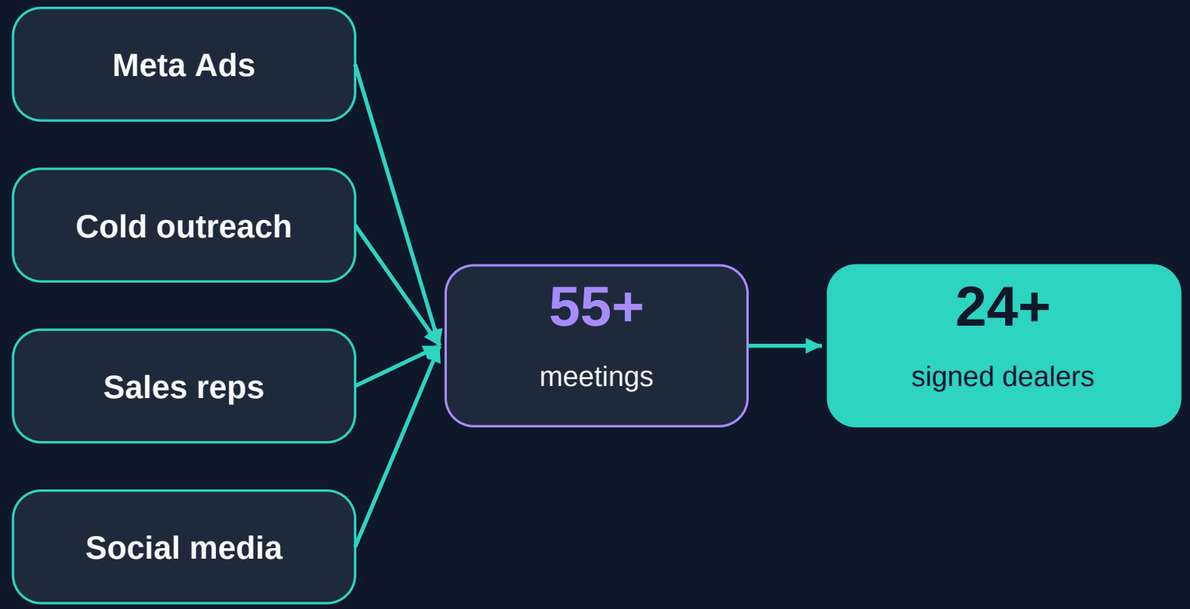
GOAL

Build a network of dealers and distributors across the US and Canada.

WHAT I DID

- Sourced and organised 1,900+ prospects (dealers, rental operators, reps, distributors) in one CRM.
- Ran personalised outreach with structured follow-ups over email, LinkedIn and phone.
- Recruited sales reps who brought dealers of their own.
- Launched Meta Ads to generate inbound dealer bookings.
- Used social media as a fourth source of dealers.
- Took the meetings and closed 10+ dealers myself.

HOW THE SYSTEM WORKED



12+ units
per initial dealer order

10+
dealers closed by me

200+
replies from outreach

WAVE-VO | CASE 2

Turning test rides into dealer sales in Texas

01
Geo-targeted Meta ads

→

02
Online test-ride booking

→

03
Demo with the local dealer

→

04
Dealer orders units

WHAT I DID

- Designed the test-ride offer: online booking with a refundable deposit to filter serious buyers.
- Ran Texas-targeted Meta campaigns and retargeted warm audiences.
- Passed qualified leads to the local dealer, followed up and tracked who reached a demo.
- Used the campaign to learn which audience actually responds, instead of testing blind.

Result: test-ride demand created real orders for the dealer within 10 days.

35+
test rides booked in 10 days

24
units sold (2 containers) for a Texas dealer

WAVE-VO | CASE 3

Using data to fix outreach and tracking

I analysed my own results and changed the system based on what they showed.

638
cold emails analysed to find what gets replies

14x
stronger meeting rate from inbound ad leads than from cold outreach

3x
more replies when a follow-up was sent

3:1
named contacts over generic inboxes (info@, sales@)

WHAT I CHANGED

- Stopped overnight sends to Australia and New Zealand (zero replies) and set send-time rules.
- Shifted effort toward reps and named contacts, which replied far more than generic inboxes.
- Made follow-ups a fixed step of every sequence.

TRACKING AUDIT

Ads Manager was reporting only about one third of the real leads that arrived through the form. I traced it to three causes: lead events sent without user data, no shared event ID between pixel and server, and two pixels running at once. I wrote the fix plan so ad optimisation could run on accurate data.

Based on a limited sample; treated as tests to refine, not final rules.

WAVE-VO | CREATIVE

200+ static ads, made in-house

Every creative used in the paid campaigns came through me.

01 **Brief and angle** → 02 **AI-assisted concepts** → 03 **Design on a brand kit** → 04 **Launch and test** → 05 **Scale the winners**

HOW I WORKED

- Wrote prompt libraries so AI image tools produced on-brand concepts quickly.
- Built a brand kit (colour palette and type system) so every ad looked like one company.
- Tested different angles: price comparison, truck-and-trailer practicality, lifestyle.
- Read the results, kept the winning ads and used them as the base for the next batch.
- Produced formats for three audiences: consumers, dealers and rental operators.

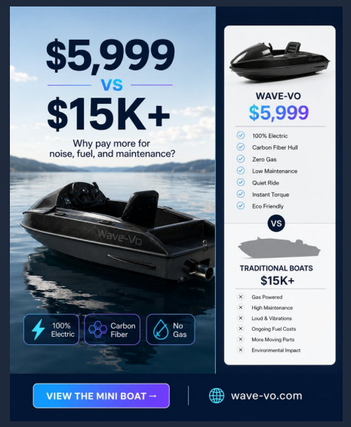
200+

static ad creatives designed and shipped

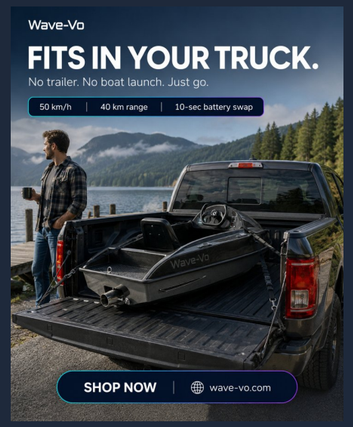
Samples available on request.

Selected ad creatives

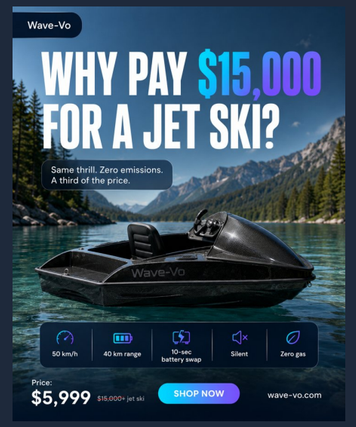
A sample of the static ads I designed for the campaigns.



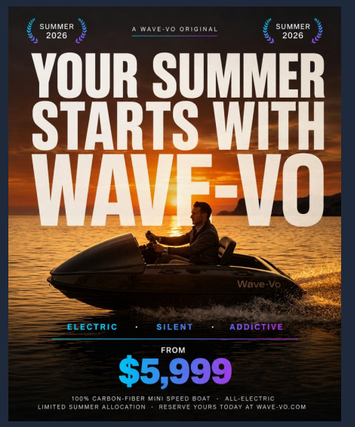
Price comparison



Fits in your truck



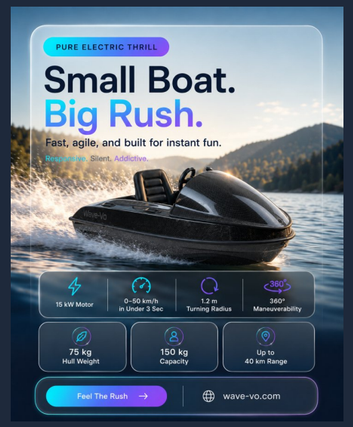
Cost vs a jet ski



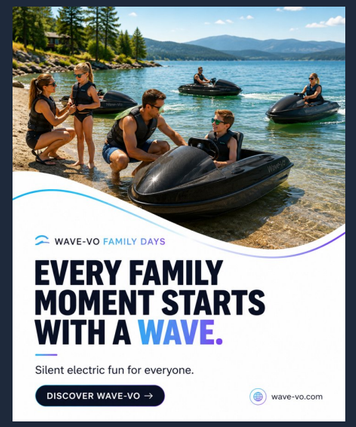
Summer launch



Product feature



Small boat, big rush



Family lifestyle



Fleet and rental operators

Brand strategy and creative direction

Rebuilding a marine propulsion brand into GLIDE.



MY ROLE

- Owned the strategy, from the logo direction to the change of brand archetype.
- Identified and briefed the web designer and developer for the new website.
- Managed the design and web design teams to get every visual the brand needed.

The visuals were produced by the design and web design teams. My part was the strategy behind them and keeping the teams aligned on it.

FOUNDER EXPERIENCE | JAN 2024 TO JUL 2025

Decantelie.ma: my first online store

A small perfume e-commerce store in Morocco, founded and run alone.

WHAT I DID

- Managed the full e-commerce process alone, from product selection to delivery.
- Answered customer messages and confirmed every order personally.
- Learned the practical side of perfume decanting and packaging.
- Created the Instagram content (reels and stories) that promoted the store.

30
orders delivered

1
founder, running it solo

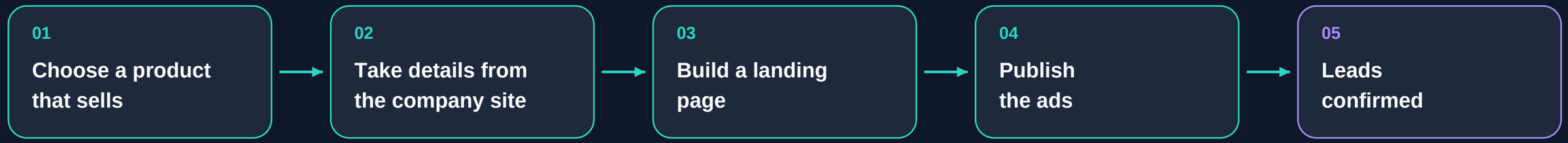
WHAT IT TAUGHT ME

How an online store works from end to end, and how content and customer conversations turn into orders. I took that foundation into my work at Wave-Vo.

EARLIER EXPERIENCE | MAR TO DEC 2023

COD Network: affiliate lead generation in Morocco

Affiliate Marketing Manager. I ran the Moroccan market from product choice to confirmed leads.



WHAT I DID

- Picked products with real demand in the Moroccan market, not just products that looked good.
- Took the product information and visuals from the company's website.
- Built a landing page to turn visitors into leads.
- Published the ads and sent traffic to the page.
- Followed leads through to confirmation.

130
leads generated

65%
confirmation rate

Confirmation rate shows lead quality, not just volume.

SKILLS

What I bring to your project

Paid media and analytics

- Meta Ads: structure, retargeting, lookalikes, creative testing
- Pixel and Conversions API audits
- Funnel and conversion diagnosis
- Reporting in Excel and Power BI

Sales and outreach

- B2B prospecting and CRM design
- Email, LinkedIn and phone sequences
- Meetings and dealer closing
- Customer messaging
- COD lead generation and landing pages

Creative and brand

- Static ad design at scale
- AI-assisted concepts and prompt libraries
- Brand kits and brand strategy
- Managing designers and developers

TOOLS

Meta Ads Manager, Microsoft Clarity, Excel, Power BI, Canva, Calendly, AI image tools

CERTIFICATIONS

Google, Meta, Wharton (University of Pennsylvania), Unilever, Coursera

Let's work together

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