AHMED ESMAT MOHAMED

Performance Media Buyer & Marketing Manager

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PROFESSIONAL SUMMARY

Performance Media Buyer and Marketing Manager with over four years of experience planning, launching and scaling paid media across Meta Ads, Google Ads, TikTok Ads, Snapchat Ads and LinkedIn Ads in the Saudi, GCC and Egyptian markets. Directly managed SAR 1.12 million in Meta Ads spend and USD 589,558 on Snapchat Ads in 2025, across e-commerce, retail, FMCG and fashion accounts, delivering a 4.52 average purchase ROAS on Meta and 25.79x return on cost on Google Ads in 2025. Experienced in full-funnel strategy, conversion rate optimization, A/B and multivariate testing, attribution and analytics, and in leading media buying teams. Fluent in Arabic and proficient in English.

CORE COMPETENCIES

Performance Marketing Strategy | Paid Media Buying | Media Planning | Meta Ads | Facebook Ads | Instagram Ads | Google Ads | Google Performance Max | Google Shopping | Search Advertising | TikTok Ads | Snapchat Ads | LinkedIn Ads | E-commerce Marketing | Campaign Optimization | Budget Management | Return on Ad Spend (ROAS) | Cost Per Acquisition (CPA) | Customer Acquisition Cost (CAC) | Audience Segmentation | Audience Targeting | Retargeting | Lookalike Audiences | A/B Testing | Multivariate Testing | Conversion Rate Optimization (CRO) | Landing Page Optimization | Creative Testing | Digital Analytics | Google Analytics 4 (GA4) | Conversion Tracking | Marketing Attribution | Growth Marketing | Funnel Optimization | Team Leadership | Stakeholder Management | Market Research | Competitive Analysis | Reporting and Dashboards

PROFESSIONAL EXPERIENCE

Performance Media Buyer (Remote, Part-Time) | Segadty

December 2024 - Present | Remote

- Grew Segadty's annual store revenue from SAR 11.3 million to SAR 25.6 million in 2025, a 126 percent increase, while site traffic grew only 3 percent and site-wide conversion rate doubled from 0.60 percent to 1.20 percent.
- Managed SAR 1,117,505 in Meta Ads spend in 2025 across 436 campaigns, generating 11,438 purchases and SAR 5,051,138 in purchase conversion value at a 4.52 average ROAS and a SAR 15.73 CPM, down 7.5 percent year over year while spend grew 48 percent.
- Grew Google Ads Performance Max return from 13.60x to 25.79x year over year, delivering SAR 7.83 million in conversion value on SAR 304,000 in cost and reducing cost per conversion 42 percent to SAR 16.33.
- Rebuilt a dormant Snapchat Ads account into the highest-returning channel on the account, scaling spend 6.3x to USD 589,558 while improving purchase ROAS 62 percent from 3.74 to 6.07 across 357.9 million paid impressions.
- Scaled TikTok Ads from SAR 1,023 to SAR 101,588 in monthly spend in five months while holding payment-completion ROAS between 7.10 and 11.19, delivering SAR 3.17 million in purchase value at an 8.90 blended return.
- Execute structured A/B and multivariate tests on targeting, ad creative and bidding strategies to drive continuous performance improvement.
- Track KPIs and surface actionable insights using Google Analytics, Meta Ads Manager and LinkedIn Campaign Manager.

Marketing Manager | Azzrk

April 2025 - March 2026 | Egypt

- Lead the development and execution of full-funnel marketing strategies, integrating paid media, content and brand campaigns to drive sustainable revenue growth.
- Manage cross-functional collaboration with creative, sales and product teams to ensure consistent messaging and on-time campaign delivery.
- Own campaign budgets and resource allocation, balancing brand investment against performance-driven acquisition targets.
- Analyze multi-channel marketing performance to identify growth opportunities, inform strategic decisions and refine long-term marketing plans.
- Monitor market trends and competitor activity to position the brand and strengthen market share.

Team Leader - Media Buying | Warqa

July 2024 - March 2025 | Egypt

- Lead and mentor a team of media buyers, providing strategic direction, performance oversight and structured skill development.
- Design and implement paid media strategies across Meta, Google, LinkedIn and TikTok to achieve business growth and maximize return on ad spend.
- Oversee campaign execution and optimization, enforcing best practice in account structure, targeting, bidding and creative testing.
- Establish performance tracking frameworks and deliver KPI analysis and reporting to senior management.
- Coordinate with marketing, creative and product teams to align paid media with brand and revenue objectives.

Performance Media Buyer (Freelance) | Self-Employed
2023 - Present | Saudi Arabia, GCC and Egypt

- Manage paid media for e-commerce, retail, FMCG, fashion and seasonal-goods clients across Saudi Arabia, the GCC and Egypt on Salla, Zid and Shopify storefronts.
- Reduced monthly Google Ads spend 71 percent on a high-volume retail account while retaining 68 percent of conversion volume, doubling return on cost from 9.83x to 20.10x.
- Launched a Saudi direct-to-consumer store from 4 orders and SAR 534 in monthly sales to 1,298 orders and SAR 222,348 within 90 days, tracking cost of goods, shipping and payment fees from month one.
- Delivered 236 percent month-over-month order growth for a Saudi FMCG store while holding net margin at 87 percent of total sales by optimizing to net rather than gross revenue.
- Produced ROAS between 5.10 and 15.53 across nine concurrently tested ad sets for an Egyptian fashion brand, with every ad set profitable, using a structured video-creative testing programme.

Media Buyer | Azzrk
November 2023 - July 2024 | Egypt

- Executed end-to-end media buying operations, from campaign setup and ad trafficking through daily monitoring and optimization.
- Coordinated with creative teams to translate marketing briefs into high-performing, platform-specific ad creative.
- Implemented conversion tracking and attribution models to measure campaign effectiveness and improve budget allocation.

Digital Marketing Specialist | Seven Plus Clinics
November 2021 - May 2022 | Egypt

- Planned and executed digital marketing campaigns for a multi-branch healthcare provider, covering paid social, content and lead generation.
- Managed lead capture and follow-up processes in coordination with the clinic sales team.

TECHNICAL SKILLS

Advertising Platforms: Meta Ads Manager, Google Ads, Google Performance Max, Google Shopping, TikTok Ads Manager, Snapchat Ads Manager, LinkedIn Campaign Manager

Analytics and Tracking: Google Analytics 4, Google Tag Manager, Meta Pixel, Conversions API, TikTok Pixel, Snap Pixel, UTM tracking, marketing attribution modelling

E-commerce Platforms: Salla, Zid, Shopify

Optimization: A/B testing, multivariate testing, conversion rate optimization, landing page optimization, bid strategy testing (Bid Cap, Cost Cap, Target ROAS), creative testing frameworks

Reporting: Google Looker Studio, Google Sheets, Microsoft Excel, performance dashboards, KPI frameworks

EDUCATION

Master of Business Administration (MBA) - In Progress
Bachelor of Commerce, Accounting (English Section)
Mansoura University, Egypt | July 2023

CERTIFICATIONS AND PROFESSIONAL DEVELOPMENT

- Validate and Scale Meta Ads - CXL, 2025
- Validate and Scale LinkedIn Ads - CXL, 2025
- Google Ads for Beginners - CXL, 2025
- Google Ads Experimentation - CXL, 2025

- LinkedIn Ads Experimentation - CXL, 2025
- Digital Analytics - CXL, 2025
- Financials for eCommerce - Hive Academy
- Hive Analytics Academy x Performance Marketing Workshop - Hive Academy
- Advanced Digital Marketing Nanodegree - Udacity, 2021
- Google Ads Display Certification - Google, 2021
- Advanced Google Analytics - Google, 2020
- Performance Marketing Mastery - Ahmed Sobhy, 2023
- Growth Marketer Bootcamp, 2023
- Growth Hacking Pro, 2023
- InnovEgypt - ITIDA, 2021

LANGUAGES

Arabic: Native
English: Professional working proficiency