Ahmed Marzouk

Nationality: Egyptian **Date of birth:** 11/03/1996 **Gender:** Male **Phone number:** (+20) 01555538222

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Work: Cairo (Egypt)

ABOUT ME

Data-driven Media Buyer with a proven track record of developing and managing high-performing digital advertising campaigns across various platforms (Meta Ads, Google Ads, TikTok Ads, etc.). Skilled in budget optimization, campaign analysis, and identifying new channels to maximize ROI and customer acquisition efficiency.

WORK EXPERIENCE

Pixel analytics – cairo , maadi, Egypt

City: cairo , maadi | **Country:** Egypt

Performance Media Buyer

[01/03/2025 – Current]

I drive measurable growth through data-driven advertising campaigns across multiple digital platforms.
Key Responsibilities:

• **Campaign Management:** Develop and manage prospecting and remarketing campaigns on Facebook, Instagram, TikTok, Snapchat, and Google Ads.
• **Budget Optimization:** Strategically allocate budgets to maximize ROI and achieve performance goals.
• **Performance Monitoring:** Track and optimize key metrics such as CPI, CPM, CTR, CPA, CR, and CAC.
• **Data Analysis:** Analyze campaign performance to uncover insights, refine strategies, and identify new opportunities.
• **Reporting:** Prepare concise performance reports and provide actionable recommendations for stakeholders.
    • **Tool Utilization:** Leverage tools like Google Tag Manager, Google Analytics, and Microsoft Clarity for effective campaign tracking and optimization

Briemzo – cairo, Egypt

City: cairo | **Country:** Egypt

Performance Media Buyer

[01/04/2024 – 28/02/2025]

Key Responsibilities

- Develop and execute data-driven digital prospecting and re-marketing campaigns across various channels (Facebook Ads, Instagram Ads, TikTok Ads, Snapchat Ads, Google Ads).
- Strategically allocate budgets to maximize campaign performance and achieve established goals.
- Continuously monitor and optimize campaigns to ensure optimal performance and efficient cost-per-acquisition (CAC).
- Track and analyze key campaign metrics (Installs, CPI, CPM, CTR, CPA, CR, CAC) to measure success and identify areas for improvement.
- Generate comprehensive reports to communicate campaign performance and insights to stakeholders.
- Utilize data insights to identify and test new channels to maximize reach and achieve business objectives.
- leading digital advertising platforms (Meta Ads, Google Ads, etc.) and campaign management tools (Google Tag Manager, Google Analytics and clarity).

Marche For Trading – cairo, Egypt

City: cairo | **Country:** Egypt

Performance Media Buyer

[01/10/2022 – 31/03/2024]

- Develop and execute data-driven digital prospecting and re-marketing campaigns across various channels (Facebook Ads, Instagram Ads, TikTok Ads, Snapchat Ads, Google Ads).
- Strategically allocate budgets to maximize campaign performance and achieve established goals.
- Continuously monitor and optimize campaigns to ensure optimal performance and efficient cost-per-acquisition (CAC).
- Track and analyze key campaign metrics (Installs, CPI, CPM, CTR, CPA, CR, CAC) to measure success and identify areas for improvement.
- Generate comprehensive reports to communicate campaign performance and insights to stakeholders.
- Utilize data insights to identify and test new channels to maximize reach and achieve business objectives.
- leading digital advertising platforms (Meta Ads, Google Ads, etc.) and campaign management tools (Google Tag Manager, Google Analytics and clarity).

NS group – Riyadh, Saudi Arabia

City: Riyadh | **Country:** Saudi Arabia

Performance Media Buyer (part time - remote)

[01/02/2023 – 30/11/2023]

- Develop and execute data-driven digital prospecting and re-marketing campaigns across various channels (Facebook Ads, Instagram Ads, TikTok Ads, Snapchat Ads, Google Ads).
- Strategically allocate budgets to maximize campaign performance and achieve established goals.
- Continuously monitor and optimize campaigns to ensure optimal performance and efficient cost-per-acquisition (CAC).
- Track and analyze key campaign metrics (Installs, CPI, CPM, CTR, CPA, CR, CAC) to measure success and identify areas for improvement.
- Generate comprehensive reports to communicate campaign performance and insights to stakeholders.
- Utilize data insights to identify and test new channels to maximize reach and achieve business objectives.
- leading digital advertising platforms (Meta Ads, Google Ads, etc.) and campaign management tools (Google Tag Manager, Google Analytics and clarity).

Telecom Egypt – Behiera, Egypt

City: Behiera | **Country:** Egypt

Retail Sales Agent

[01/05/2020 – 22/03/2024]

- Sell products and services and ensure proper collection of required documents.
- Achieving individual Sales monthly target.
- Handling customer complaints.
- Handle and keep records of cash & inventory to maintain accurate data that can be used for the 2nd shift and daily reports

Impact for Advertising – Cairo, Egypt

City: Cairo | **Country:** Egypt

Media Buyer

[01/08/2020 – 31/01/2022]

- Creating campaigns.
- Making strategic plans.
- Improving marketing performance.
- Reporting campaigns data.

EDUCATION AND TRAINING

Bachelor of Commerce

Damanhur University [01/09/2015 – 01/06/2019]

City: Damanhur | **Country:** Egypt

Career Development And Performance Marketing Course

Hive Analytics [01/10/2023 – 20/11/2023]

Website: https://www.hiveanalytics.com/

Media Buying Mind Shift

P-Shift [01/12/2022 – 28/02/2023]

Website: https://pshift.agency/

E-Gulf Hacking

E-Gulf academy [01/08/2024 – Current]

Website: https://egulfhacking-academy.thinkific.com/

Marketing Diploma

Dr. Ehab Musallam Academy [01/09/2024 – Current]

Website: https://www.ehabmesallum.com/3x1marketing/

LANGUAGE SKILLS

Mother tongue(s): Arabic

Other language(s):

English

LISTENING B1 **READING** B2 **WRITING** B1

SPOKEN PRODUCTION A2 **SPOKEN INTERACTION** A2

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

SKILLS

Media buyer / Media planning / performance Marketing / Data Analysis / Planning & Execution / Microsoft Excel / CRO