

# Abdelrahman Magdy Abdelhamid Abdel Moneim

Senior Digital Marketing Specialist | Performance Marketing Specialist | Media Buyer

Location: Riyadh, Saudi Arabia

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## PROFESSIONAL SUMMARY

Results-driven Senior Digital Marketing Specialist with over 6 years of experience in planning, executing, and optimizing digital marketing campaigns across the Saudi and Egyptian markets. Proven expertise in Performance Marketing, Media Buying, Lead Generation, SEO, and Data Analytics with a strong record of increasing revenue, improving ROAS, reducing CPA, and maximizing conversion rates.

Experienced in managing high-budget campaigns across Google Ads, Meta Ads, TikTok Ads, Snapchat Ads, and LinkedIn Ads. Skilled in Google Analytics 4 (GA4), Google Tag Manager (GTM), Meta Pixel, Conversion Tracking, CRM Integration, and Marketing Automation.

Successfully delivered campaigns that generated millions of impressions, hundreds of qualified leads, and measurable business growth across multiple industries, including Automotive, Healthcare, Real Estate, E-commerce, and Professional Services.

## PROFESSIONAL EXPERIENCE

Senior Digital Marketing Specialist | Media Buyer

Qetaf Motors – Riyadh, Saudi Arabia

August 2025 – February 2026

### Key Achievements

- Planned and managed Google Search and Google Maps campaigns to increase showroom traffic and vehicle sales.
- Increased physical branch visits by **45%** through Local Search Optimization and Performance Marketing.
- Launched TikTok Spotlight and Snapchat campaigns that generated more than **10 million impressions within five days**.
- Generated over **200 qualified leads** through Instagram Reels and Meta advertising campaigns.
- Improved local search rankings for highly competitive automotive keywords.
- Built KPI dashboards and optimized campaign performance based on data-driven insights.

Digital Marketing Specialist (Freelance)

Via Clinics – Riyadh, Saudi Arabia

## Key Achievements

- Managed Meta Ads, TikTok Ads, and Snapchat Ads campaigns for cosmetic and dental services.
- Delivered a seasonal campaign that reached more than **3 million users** across Riyadh.
- Designed a complete customer journey from advertisement to WhatsApp booking.
- Increased direct appointment bookings by **30%**.
- Achieved a **CTR exceeding 20%** on multiple advertising campaigns.
- Re-engaged inactive prospects and recovered **15%** of potential customers through remarketing campaigns.
- Improved Cost per Lead (CPL) while increasing overall conversion rates.

## Digital Marketing Specialist (Freelance)

### Talin Medical Complex – Riyadh, Saudi Arabia

#### Key Achievements

- Managed high-performing TikTok Spotlight campaigns.
- Generated more than **5 million impressions** across multiple campaigns.
- Integrated WhatsApp API with marketing campaigns, reducing response time by **70%**.
- Increased appointment conversion rates through optimized customer communication.
- Conducted A/B testing and continuous campaign optimization to maximize ROI.

## Senior Digital Marketing Specialist

### Elite Marketing Solutions – Egypt

May 2020 – May 2023

#### Responsibilities & Achievements

- Managed large-scale advertising campaigns across Google Ads, Meta Ads, TikTok Ads, Snapchat Ads, and LinkedIn Ads.
- Developed and executed annual digital marketing strategies aligned with business objectives.
- Managed advertising budgets while maximizing Return on Ad Spend (ROAS).
- Implemented data-driven optimization strategies using Google Analytics and Meta Pixel.
- Collaborated with creative, content, and sales teams to improve campaign performance.
- Prepared executive KPI reports and ROI analysis.
- Integrated CRM systems to enhance customer journey tracking and lead management.

## **Digital Marketing Specialist**

### **Global Brand Advertising – Egypt**

**July 2023 – April 2025**

#### **Responsibilities & Achievements**

- Created and optimized Google Ads and Meta Ads campaigns.
- Developed SEO strategies that increased organic website traffic.
- Executed Lead Generation campaigns across multiple industries.
- Conducted competitor analysis and market research.
- Managed social media marketing strategies and content planning.
- Monitored campaign performance using CTR, CPC, CPA, ROAS, and ROI metrics.
- Produced detailed performance reports with actionable recommendations.

#### **TECHNICAL SKILLS**

- Google Ads
- Google Analytics 4 (GA4)
- Google Tag Manager (GTM)
- Google Search Console
- Meta Ads Manager
- Meta Pixel
- TikTok Ads Manager
- Snapchat Ads
- LinkedIn Campaign Manager
- Looker Studio
- Google Sheets
- Microsoft Excel
- WordPress
- Shopify
- WooCommerce
- Elementor
- Basic HTML & CSS

- Microsoft Office 365

## **CORE COMPETENCIES**

- Performance Marketing
- Media Buying
- Google Ads
- Meta Ads
- TikTok Ads
- Snapchat Ads
- LinkedIn Ads
- Google Analytics 4 (GA4)
- Google Tag Manager (GTM)
- Meta Pixel
- Conversion Tracking
- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Conversion Rate Optimization (CRO)
- Lead Generation
- Marketing Strategy
- CRM Integration
- Email Marketing
- Data Analysis
- Marketing Automation
- KPI Reporting
- Budget Management

## **CERTIFICATIONS**

- Google Digital Garage – Fundamentals of Digital Marketing

- Google Ads Search Certification
- Meta Certified Digital Marketing Associate
- HubSpot SEO Certification
- HubSpot Email Marketing Certification
- Selling Smart Certification
- Personal Branding & Career Marketing

## **EDUCATION**

### **Bachelor's Degree in Archaeology and Tourism Guidance**

Misr University for Science and Technology (MUST)

Graduated: 2020

## **LANGUAGES**

- Arabic: Native
- English: Professional Working Proficiency