

Mahmoud Wael Mahmoud

Digital Marketing & Performance Media Buyer

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Result-driven digital marketer with solid experience in performance marketing and strategic planning, Focused on maximizing ROI, scaling campaigns efficiently, and using analytics to drive measurable growth.

AREA OF EXPERTISE

- Digital Marketing Strategy
- Brand Positioning & Growth
- Social Media Marketing
- Performance Marketing & ROI Optimization
- Leadership & Team Management
- Team Leadership & Management
- Content Strategy

KEY ACHIEVEMENTS

- Generated 400K SAR in total sales within one month with an average ROAS of 8.4 through a data-driven e-commerce campaign.
- Optimized ad performance by implementing a structured 3-phase strategy: product testing, creative optimization, and scaling.
- Improved campaign results by testing creatives, hooks, and ad copies weekly.
- Reduced CPP to 50 SAR and increased conversion rate to 2.6%.
- Enhanced decision-making through precise reporting for inventory management and restocking plans.

PROFESSIONAL EXPERIENCE

Performance Marketing Specialist | Freelance Projects

Jan 2024 – Present

- Managed full-funnel ad campaigns for e-commerce clients.
- Designed and executed Catalog & Carousel Campaigns to identify high-performing products.
- Applied Pump & Punishment strategy for budget control while maintaining stable ROI.
- Scaled campaigns using CBO & ABO structures with daily budget optimization.

EDUCATION

Professional Courses & Diplomas

- Mind Shift for Digital Marketing
- Marketing Diploma – Easty Platform
- Digital Marketing Diploma – Google
- Marketing Diploma – Bassem Magdy
- Diploma in Digital Marketing & Business Administration – Udemy (Dr. Khaled Muslim)
- Media Buying Course – Abdelrahman Alaa
- Growth Hacking Course
- Fundamentals of Digital Marketing – Google

Cairo University

Bachelor of Commerce – Business Information Systems (BIS)

(Expected Graduation:
2026)

TECHNICAL SKILLS

- Meta Ads (Facebook & Instagram)
- TikTok Ads
- Snapchat Ads
- Google Ads
- Marketing Plan Creation & Strategy
- Data Analytics & ROI Optimization
- Marketing Funnel Optimization

ADDITIONAL INFORMATION

- **Languages:** Arabic, English
- **Technical Skills:** Marketing Funnel Optimization & Lead Generation.
- Strong leadership and problem-solving abilities, with a focus on maximizing marketing efficiency and revenue growth.