



Ahmed Ayman

PERFORMANCE MEDIA BUYER · MEDIA PLANNER · GROWTH STRATEGIST

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PLATFORMS

Facebook

Instagram

TikTok

Google

Snapchat

LinkedIn

CORE SKILLS

- Performance strategy & media planning
- Data analysis & KPI tracking
- Growth hacking
- Market & customer research
- Customer journey mapping
- Funnel building & optimization
- Landing page & CRO
- Shopify, WooCommerce, EasyOrder, LightFunnel
- Fast learner, always up to date with the latest tools
- AI-assisted (vibe) coding

LANGUAGES

Arabic — Native

English — Professional

EDUCATION

2023

The British University in Egypt

Business Administration

ABOUT ME

Performance Media Buyer, Media Planner, and Growth Strategist with 2+ years of hands-on experience managing and optimizing paid ad campaigns across Egypt and Saudi Arabia. I build strategies that turn ad spend into measurable revenue — from funnel design to conversion tracking — and I've delivered results across e-commerce categories including accessories, fashion, fitness, and events. Detail-driven, comfortable working cross-functionally, and always optimizing for the number that matters: ROI. A fast learner who builds with AI-assisted (vibe) coding and stays on top of the latest tools and updates in the industry.

PROFESSIONAL EXPERIENCE

Performance Media Buyer

2023 — Present · Egypt & Saudi Arabia

- Planned, executed, and optimized performance and conversion campaigns across Meta, TikTok, Google, and Snapchat for e-commerce brands in accessories, fashion, fitness, and events.
- Monitored and analyzed campaign performance daily, reallocating budget to maximize ROI and lower cost per result.
- Owned landing page optimization and sales funnel development to lift customer acquisition and conversion rates.
- Forecasted quarterly sales trends and produced performance reports used directly in client strategy decisions.
- Worked hands-on with Shopify, WooCommerce, EasyOrder, and LightFunnel to build and manage stores end-to-end.
- Acted as growth consultant and auditor for additional e-commerce brands, identifying quick wins across tracking, creative, and funnel structure.

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Stickers & Laptop Sleeves

E-COMMERCE

Website purchases

Purchase value

Avg. cost per purchase



Fashion Accessories

FASHION

Sessions (↑2.3K%)

Orders (↑4.1K%)

Gross sales



Fashion

FASHION

Visits

Orders

Total sales



E-Commerce Growth

E-COMMERCE

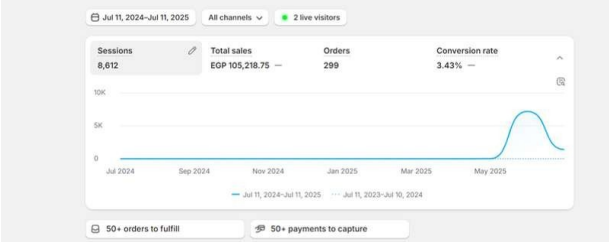
Sessions (↑650%)

Orders (↑1.4K%)

Total sales (↑2.5K%)

Project Portfolio & Results

8 campaigns · E-commerce · Egypt & Saudi Arabia



PROJECT 05

Fitness Brand

EGYPT

FITNESS

8,612

Sessions

299

Orders

3.43%

Conversion rate



PROJECT 06

Fashion — Hit & Run

SAUDI ARABIA

FASHION

270

Orders

SAR 77.8K

Total sales

SAR 61.7K

Net revenue



PROJECT 07

E-Commerce Launch

E-COMMERCE

163

Total orders

EGP 105K

Total sales

A NEW

380

Messaging conversations started

EGP7.99

Cost per Messaging Conversation Started

EGP3,036.69

Spent

PROJECT 08

Messaging Campaign

META ADS

380

Conversations started

EGP 7.99

Cost per conversation

EGP 3,036

Total spent