

Ahmed Shoukry *Senior Performance Executive*

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📍 Egypt / Cairo

🚩 Egyptian

🛡 Exempted

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Profile

A flourishing talent in media buying, though not limited to industrial scope. Working under a progressive team dealing with educational sector, heavy industry (SMCGs), and servicing industry of Egypt. The passion for learning and growing as a Media Strategist in the region has influenced the one's character to focus on the emerging as well as developed markets around the globe. Aiming to bring forward positive attitude with a collaborative mindset.

Professional Experience

2023 – present	Senior Performance Executive AT <i>PARAGURU LLC</i>
2023	Performance Executive AT <i>PARAGURU LLC</i>
2022	Junior Performance Executive AT <i>PARAGURU LLC</i>
2019	Media Buyer AS a Freelancer <i>E-Commerce</i>

Education

Egypt, Cairo	Saint Fatima Language School
Egypt, Cairo	Ain Shams University / Faculty of Commerce / Accounting

Skills

TOOLS & PLATFORMS

Social Media Platforms

- Google Ads
- META
- TikTok Ads
- Snapchat Ads
- LinkedIn Ads
- Twitter Ads
- DMP Platforms
- DV360 - Display & Video 360
- CM360 - Campaign Manager 360
- SA360 - Search Ads 360
- GTM - GoogleTag Manager
- GA4 - Google Analytics

OTHER

Looker Studio Report
Campaign Planning
Creatives Optimization
Critical Decision Making
Project Management
Strong Communication
Microsoft Office Suite
Oracle BluKai

Languages

English

Fluent

Arabic

Native