

# Ahmed Yousry

MARKETING SPECIALIST | SALES & MEDIA BUYER

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## Professional Summary

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Marketing specialist with 4+ years of experience in media buying, B2B sales, SEO, and digital marketing. Proven track record in managing high-performing ad campaigns, enhancing brand visibility, and driving revenue growth. Effective communicator and strategist with technical knowledge in full-stack web development.

## Experience

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### Sales and Media Buyer

**ECO Limited Arabia Contracting Co - Dammam, Saudi Arabia**

**Jan 2025 - Present**

- Managed ad campaigns on Facebook, LinkedIn, and Google Ads.
- Prepared personalized offers and presentations for clients.
- Improved SEO strategies to boost online visibility and leads.
- Visited prospects and secured projects through tailored pitches.
- Supported and trained team members in digital campaigns.

### Sales and Media Buyer

**Eagles Marble For Export and Local supply- Cairo, Egypt**

**Dec 2021 - Dec 2024**

- Communicated with clients and issued price proposals.
- Designed and optimized Meta ad campaigns.
- Mentored peers in advertising techniques and performance tracking.

### Social Media Specialist

**Rawasi Real Estate - Cairo, Egypt**

**Jun 2021 - Nov 2021**

- Created and executed ad campaigns and content strategies.
- Handled inquiries and guided clients through real estate options.
- Participated in negotiation meetings and client support.

## Education

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**B.S.C in Computer Science - Modern Academy, Cairo, Egypt**

**2023**

Major: Computer Science | Minor: Web Development

## Courses

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**Marketing - Bassem Magdy, Cairo, Egypt** **2020**

Major: Digital Marketing | Minor: Meta Ads, LinkedIn Ads, Twitter Ads, Content Strategy

**SEO Certification - HubSpot Academy** **2021**

Major: Technical SEO | Minor: Keyword Research, UX, Link Building

**SEO Full Course - SEO World, Cairo, Egypt** **2021**

Major: Technical SEO | Minor: Reports, Tools, Strategies, Link Building

**Web Development - Route, Cairo, Egypt** **2024**

Major: Full-Stack | Minor: MERN Stack

## Skills & abilities

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### Technical Skills:

- Meta Ads, Google Ads, LinkedIn Ads
- SEO Tools: Ahrefs, SE Ranking
- Social Media Strategy & Content Management
- Node.js, Express.js, RESTful APIs
- MongoDB, Mongoose, MySQL
- React.js, Tailwind CSS, Responsive UI Design
- Git & GitHub Version Control

### Soft Skills:

- Client Communication & Presentation Skills
- Problem Solving & Critical Thinking
- Resilience & Proactive Attitude
- Quick Learner & Self-Motivated
- Strong Work Ethic

## Languages

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- Arabic: Native
- English: B1 (Good Listening, Reading, Writing - Basic Speaking)