

BADR MAGDY

+201128595442 -- +201064075916



badrmagdy3300@gmailcom



Helwan El-Bald, Helwan, Cairo



PORTFOLIO

Dynamic and results-driven Media Buyer with over 4 years of experience in various industries, including fashion, cosmetics, and food services. Proven track record in developing and implementing successful advertising campaigns, with a strong focus on market research, strategic planning, and performance analysis. Adept at leveraging social media platforms to maximize brand visibility and drive sales growth. Currently a final-year Computer Science student at Future Academy, with a strong foundation in analytical thinking and technical skills that complement my marketing expertise.

EDUCATION

Future Academy

- Degree: B.Sc. in Computer Science
Year: 4th year

Yat Learning Academy

- Deplomia In C# .Net

OBJECTIVE

Seeking a leadership role as a Media Buyer in a prestigious organization where I can apply my extensive experience and strategic insights to enhance brand visibility, drive sales, and achieve organizational goals.

LANGUAGES

- Arabic (native)
- English (advanced)

SKILLS

- Social media management and content creation
- Expertise in Meta Ads, Tiktok Ads, Google ads and Snapchat Ads
- Google Tag, google Analytics
- Strong market research and analytical skills
- Strategic planning and execution of advertising campaigns
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- Competitor analysis and identification of strengths and weaknesses
- Excellent communication and teamwork abilities
- Solid foundation in computer science principles and analytical thinking
- WordPress Development
- Front-End Developer
- Basic Knowledge OF SEO

PROFESSIONAL EXPERIENCE

MAI X3 (Women's Clothing Brand)

Social Media Manager | Dec 2019 - Jan 2024

- Managed social media platforms, selecting and executing brand-specific posts.
- Developed and implemented strategic advertising campaign plans.
- Increased brand awareness and customer engagement through targeted social media efforts.
- Launching advertising campaigns on Meta Ads.
- Managed the online store on Amazon and Jumia, creating and executing advertising campaigns to drive sales and enhance online presence.

Mokingjay (Digital Marketing Company)

Specializing in the Saudi Market.

Media Buyer | December 2023 - February 2024

- Generating content ideas and developing strategic advertising plans.
- Launching and managing campaigns on Meta Ads and Snapchat Ads platforms.
- Conducting market research and competitor analysis to stay ahead of industry trends.
- Analyzing advertising campaigns and creating detailed reports.
- Developing strategies and plans for advertising campaigns.

Elegance Outlet(Women's Clothing Brand)

Social Media Manager | June 2023 - December 2023

- Managed social media platforms and executed content strategies.
- Orchestrated comprehensive marketing campaigns to boost sales.
- Conducted detailed performance analysis to inform future campaign strategies.
- Launching advertising campaigns on Meta Ads.

Why Stores (Women's Clothing Brand)

Social Media Manager | June 2023 - March 2024

- Handled social media management and content execution.
- Developed and executed strategic advertising campaigns to enhance brand presence.
- Utilized data-driven insights to refine targeting and increase conversion rates.

Brandera (Digital Marketing Company)

Specializing in the Saudi and Emirati markets.

Media Buyer | February 2024 - Present

- creating and executing content ideas and strategic advertising campaigns for beauty brands.
- Conducting market research, analyzing competitors, and identifying strengths and weaknesses.
- Launching and managing campaigns on Meta Ads and Snapchat Ads platforms.
- Analyzing advertising campaigns and creating detailed reports.
- Developing strategies and plans for advertising campaigns.

Alsafa CBC (construction and building)

Specializing in the Egyptian Market.

Social Media Manager | July 2023 - Present

- Managing the company's social media platforms with the team.
- Creating content and developing posting strategies.
- Launching advertising campaigns on Meta Ads.
- Developed and managed the company's website using WordPress.
- Responsible for managing the website and related email accounts.