

# Ahmed Salama

28 AlWadha City, Nasr City, Cairo.

Mobile: +2-01005309424

E-mail: [ahmd\\_salama@live.com](mailto:ahmd_salama@live.com)

LinkedIn: [eg.linkedin.com/in/mrahmd](https://www.linkedin.com/in/mrahmd)

## EDUCATION

Bachelor of computers & information technology, information technology department.

School of computers and information technology, Menoufia University

**Date of Graduation:** July 2013

**Overall Grade:** C

## WORK EXPERIENCE

### Senior Performance Marketer - Red Bananas US

Feb 2023 - Present

- Leading the development and execution of performance marketing strategies for Red Bananas US.
- Collaborate with cross-functional teams to identify target audiences and plan effective media campaigns.
- Negotiate rates, ad space, and airtime to maximize campaign reach and impact.
- Optimize media plans and budgets to achieve the best media mix and drive optimal results.

### Tracking Specialist - Red Bananas US

Contract

Sep 2022 - Feb 2023

- Spearheaded tracking and analytics activities to measure and optimize campaign performance.
- Implemented tracking systems to monitor key performance indicators and ensure data accuracy.
- Conducted in-depth analysis to identify trends, insights, and opportunities for campaign enhancement.
- Provided strategic recommendations based on data analysis to improve overall campaign performance.

### Senior Performance Marketer - Cultark

Oct 2021 - Present

- Spearheaded media buying, media planning, and strategic activities for diverse clients in multiple business sectors.
- Successfully collaborated with a team of six performance marketers to achieve campaign goals and maximize performance.

### Senior Media Buyer - JMI

Jan 2021 - Nov 2021

- Contributed to a passionate team of marketers who believe in the fusion of Art, Science, and performance in marketing.
- Took charge of media buying and planning for clients from various industries, ensuring effective campaign execution.

### Senior Digital Marketing Specialist | Media Buyer - Webstdy

Dec 2019 - Dec 2020

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- Led a team of nine digital marketing professionals, supporting over ten client accounts in their digital marketing endeavors.
- Provided expertise in media buying and planning to drive success in digital campaigns for Webstdy, a software house.

## **Senior Digital Marketing Specialist - ALKHALEEJ TRAINING & EDUCATION**

**April 2018 - Nov 2019**

- Played a pivotal role in AlKhaleej Training & Education, a prominent training company in Saudi Arabia and the Middle East.
- Implemented digital marketing strategies to enhance brand performance and achieved notable results.

## **Digital Performance Marketer - ArabyAds**

**Jan 2018 - April 2018**

- Contributed to ArabyAds, a leading Performance Marketing company in the Middle East and North Africa Region.
- Leveraged CPA models, lead generation, and branding campaigns to enrich ROI for marketing budgets.

## **Freelancer Trainer - ITI (Information Technology Institute)**

**Feb 2016 - Jan 2021**

- Facilitate digital marketing courses and freelancing concepts to empower students to establish their online presence and secure freelancing jobs.
- Assisted over 500 students in kick-starting their careers in digital marketing.

## **Account Manager for MARKETIRO**

**Mars 2016 – Sep 2016(7 months) Egypt**

Marketiro is a digital marketing agency that outsources its services to improve the quality of a business's marketing strategies.

Responsible for :

- Creating marketing campaigns
- Exploring customer opinions and gaps in the market
- Looking at competitor's marketing strategies
- Organizing public relations events or product exhibitions
- Making sure campaign deadlines are met
- Arranging sponsorship
- Writing posters, flyers, or brochures content.
- Managing SEM and social media campaigns

## **Project Coordinator for IBN HAYAN EGYPT**

**July 2015 – Feb 2016 (8 months)Egypt**

Ibn Hayyan is an Egyptian company that originated in 2013 and specializes in medical care and marketing of specialized and advanced medical equipment from all over the world. Ibn Hayyan is the exclusive agent for the pressure gauges SE-JOY in Egypt and the Middle East.

I was responsible for:

Developing the new version of SE-JOY in a new market and evaluating the growth of the market.

Develop and maintain an SEO plan for our website [www.ibnhyanegypt.com](http://www.ibnhyanegypt.com)

## **Co-founder at Al-Makkan Coworking Space**

**Sep 2013 – Apr 2016 Menoufia-Banha, Egypt**

Al-Makkan Coworking Space, located in El-Menoufia, Banha, and Tanta, served as a vibrant hub that brought together individuals and ideas. It offered a conducive environment for thinking, working, reading, shopping, and entertainment. Al-Makkan aimed to foster interaction and collaboration among diverse entrepreneurs, creating opportunities for valuable experiences.

### **Business Developer Responsibilities:**

- Spearheaded the development of employers, products, and services, driving growth and expansion.
- Implemented effective marketing strategies to promote Al-Makkan's offerings.
- Successfully negotiated and closed deals to forge partnerships and collaborations.
- Managed a team of seven employees for eight months.

### **Community Coordinator Responsibilities:**

- Managed and supervised the selection process for internships, ensuring a seamless experience for participants.
- Created strategies to engage the community and increase visits to Al-Makkan.
- Designed event services and ideas, ensuring high-quality execution and impactful outcomes.
- Ensured the overall quality of events, providing an exceptional experience for attendees.

### **Technical Support - TE-DATA**

**Feb 2014 - Sep 2014**

- Provided technical support and assistance to end-users utilizing automated call distribution phone software.
- Delivered service remotely through connections over the Internet, ensuring prompt issue resolution.

## **TRAININGS & CERTIFICATIONS**

- SEM(search engine marketing) seminars at Nile University.
- EBDA Organization & Shell Co. Intilaqah Training Program for startups.
- Various business courses and seminars at the Entrepreneurship camp organized by Anwar Resale.
- Mind Gym Traineeship Influence Persuade and the Big Picture
- Exceptional Learning for Association Professionals by ASAE University.
- Rise-up 2015 seminars.
- Summer training with Moyatech content creation and visualization using Creator, Di-Guy, and Vet Prime.

## **VOLUNTEERING EXPERIENCE**

- President of the Students' Union. 2013.
- General Coordinator of the life-makers students clubs at Delta (7 governorates)
- Member of the literacy committee formed by the Ministry of Higher Education. 2012
- Member of The Vodafone Literacy Initiative board team under the umbrella of Vodafone Egypt Foundation, UNESCO, The Life Makers Association, The Youth Association for Population and Development, and The Coptic Evangelical Organization.
- Vodafone Egypt Initiative for Illiteracy "Science is Power" project coordinator, Menouf, Menoufia Governorate, Egypt.

## SKILLS

- **Language:** Arabic (Fluent), English (Very Good).

## PERSONAL INFORMATION

- **Date of Birth:** 28th of Sep, 1992 Nationality: Egyptian.
- **Military Service:** Exempted.