



Mostafa Kamel

AI Engineer, Media Buyer

CONTACT

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[Links](#)

2 Altahtawy St,
Alexandria, Egypt

EDUCATION

- Digital Media and Marketing Principles, Duke University.
- Google Analytics Certification, Google.
- Facebook Blueprint Certification, Facebook.
- Programmatic Advertising, eCornell.
- Data Science for Marketing Analytics, Coursera.
- HCIA-AI, Huawei
- Data Science Orientation, Coursera
- Machine Learning, University of London
- Data Science, IBM

EXPERTIS

- Media Buyer
- Marketing Director
- Technical Lead
- Project Management

Language

- Arabic
- English

PROFILE SUMMARY

As an Artificial Intelligence Engineer with a Bachelor's degree in AI Sciences, I aim to leverage my extensive technical and marketing skills in a media buyer role within a leading real estate company. My expertise in AI and experience in media buying are key to enhancing the effectiveness of advertising campaigns in a data-driven marketing environment.

WORK EXPERIENCE

Co-Founder & CEO

2022-2024

PES | Alexandria, Egypt

- Led technology education initiatives for children aged 9 to 15, focusing on programming, graphics, artificial intelligence, robotics, and electronics.
- Spearheaded the development and implementation of interactive educational programs, driving significant growth in student engagement and learning outcomes.

Media Buyer & Data Analyst

2020-2024

Freelance

- Managed and optimized digital advertising campaigns, achieving a 40% increase in brand awareness within 6 months.
- Utilized AI algorithms to analyze campaign data, improving click-through rates by 25% and sales by 30%.

Marketing Director

2019-2020

OBM Education | Cairo, Egypt

- Developed marketing strategies that increased brand awareness and product knowledge.
- Led a team in executing effective marketing campaigns, resulting in substantial growth in customer engagement and sales.

Significant Projects and Contributions

Media Buyer

2023-2024

Soly Coast (Real Estate Development) | Alexandria, Egypt

- Played a pivotal role in developing and implementing a comprehensive digital marketing strategy that led to a 50% increase in property sales within one year.
- Utilized data-driven marketing techniques, leveraging AI tools to optimize ad campaigns, resulting in a 30% increase in lead generation and a 25% increase in ROI for advertising spend.
- Enhanced the company's online presence, doubling the engagement rates on social media platforms, and significantly improving brand visibility in the competitive real estate market.