

Mohamed Nageh

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SUMMARY

As a seasoned digital marketing specialist with 3 years of experience, I thrive on crafting innovative strategies that propel businesses forward. I'm passionate about harnessing technology to create captivating social media experiences that spark engagement and drive results. With a keen focus on ROI, I expertly manage budgets to deliver high-impact campaigns that exceed expectations. My strengths lie in analytical thinking, creative problem-solving, and collaborative teamwork. I'm driven by the excitement of designing campaigns that attract, retain, and convert users, ultimately fueling business growth.

WORK EXPERIENCE

Media Buyer

NICHE & BEBRAND

I served as a Media Player at Niche & BeBrand, spearheading advertising campaigns for Niche magazine to amplify brand visibility across its entire ecosystem. Furthermore, I designed and executed tailored advertising campaigns for a diverse portfolio of clients at BeBrand, spanning multiple industries and objectives. And advertising budgets exceeding \$1000 per day.

Media Buyer

Medicurclinic

I led social media advertising efforts for a top physiotherapy and cupping center, focusing on attracting high-value clients. By crafting and implementing targeted ad strategies, I was able to boost engagement and conversions by over 60%. Additionally, I successfully scaled the monthly advertising budget from EGP 30,000 to EGP 100,000, delivering a 8.5x return on investment. This strategic increase in spending not only tripled the budget but also quadrupled sales, showcasing the effectiveness of my approach and leadership in achieving significant growth for the center. These results highlight my ability to drive impactful outcomes in the field of digital advertising.

Digital Marketing Specialist

Pandeia

I designed and executed strategic digital marketing campaigns to drive client acquisition for Search Engine Optimization (SEO) services. Leveraging my expertise in social media marketing, I successfully promoted the company's online presence and achieved marketing objectives while working remotely.

Logistics Coordinator

Breadfast

I'm a detail-oriented and customer-focused logistics professional who thrives on collaboration and building strong relationships. I work closely with cross-functional teams, suppliers, and stakeholders to ensure seamless operations and exceptional service.

EDUCATION

Ain Shams University - Faculty of Commerce
Major - Business Management

Courses

1. Media Buying (Mazen Al sisi Digital Marketing)
2. media buyer course (Bassem Maged)
2. Google Digital Marketing Certification (Google)
3. Digital Marketing Specialization (Coursera and Google)
4. Team Collaboration and Communication (LinkedIn Skills Certificate)
5. Customer Engagement and Conversion Optimization (Google)

SKILLS

Meta ads- Create meta pixel - tracking campaign -tiktok & snapchat ads -google ads
Lead Generation & conversion campaign & E-commerce ads - Media planning-Budget management - Campaign Strategy - Budget Management - Retargeting - A/B Testing - Google Analytics - ROI Analysis - Meta Business Suite - Google Tag Manager.

