

MOHAMED ABD ELWAHABE

Junior Media Buyer | E-commerce Advertising Specialist

Email: m.mohamed1.11.2006@gmail.com

Phone/WhatsApp: 01061546794

LinkedIn: [mohamed-abd-elwahabe](#)

Location: Mansoura, Egypt

PROFESSIONAL SUMMARY

Dedicated Junior Media Buyer with a solid technical foundation in **Computer Science (FCI)**. Expert in planning and executing Meta Ad campaigns for E-commerce stores. Specialized in data-driven decision making, technical pixel integration, and full-funnel marketing strategies to achieve high Return on Ad Spend (ROAS).

TECHNICAL SKILLS

- **Meta Ads Management:** Strategic Planning (CBO/ABO), Audience Research (Core, LAL, Retargeting).
- **Technical & Tracking:** Facebook Pixel setup, Event tracking, Catalog feed management and optimization.
- **Analytical Tools:** Performance reporting via Google Sheets, Data visualization, and Competitive analysis.
- **Creative Strategy:** Ad Copywriting, Creative testing (A/B testing), and Canva-based visual direction.

LANGUAGES

- **Arabic:** Native Language.
- **English:** Professional Working Proficiency.
- **German:** A1 Level (Basic Proficiency).

FEATURED PROJECT: PLAY GATE STORE

Official Website: play-gate-store.myeasyorders.com

Campaign 1: Conversion Strategy (Sales)

- Designed and executed "Purchase" conversion campaigns targeting gaming communities and tech enthusiasts.
- Optimized creative hooks and landing page alignment to reduce Cost Per Action (CPA).

Campaign 2: Full-Funnel Retargeting

- Built custom audiences based on website behavior (View Content, Add to Cart).
- Implemented dynamic ads to show relevant products to interested shoppers, significantly boosting conversion rates.

Campaign 3: Catalog Management

- Utilized technical background to sync the store's product feed with Facebook Business Suite for automated Dynamic Ads (DABA).

EDUCATION

Bachelor of Computer Science (FCI)

Mansoura University

Expected Graduation 2026

Relevant Studies: Data Structures, Algorithms, and Technical Reporting.