

# MOHAMED ABD ELWAHABE

Junior Media Buyer | E-commerce Advertising Specialist

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**Location:** Mansoura, Egypt

## PROFESSIONAL SUMMARY

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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

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- **Meta Ads Management:** Strategic Planning (CBO/ABO), Audience Research (Core, LAL, Re-targeting).
- **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

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

## FEATURED PROJECT: PLAY GATE STORE

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**Official Website:** [play-gate-store.myeasyorders.com](https://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

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### **Bachelor of Computer Science (FCI)**

Mansoura University

*Expected Graduation 2026*

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