

# MOHAMED ABD ELWAHABE

Technical Media Buyer & Front-End Developer (React.js)

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## PROFESSIONAL PROFILE

A highly dynamic and enthusiastic Technical Media Buyer and Front-End Developer with a strong foundation in Computer Science from **Mansoura University**. I specialize in crafting seamless user experiences and high-ROI advertising campaigns. With over 2 years of experience in R&D and Front-End development, combined with active professional roles in Media Buying, I bridge the gap between complex code and performance marketing to drive measurable business growth.

## CORE COMPETENCIES

- **Paid Advertising:** Meta Ads Manager Expert, Programmatic Media Buying, CBO/ABO, Retargeting Funnels.
- **Web Development:** React.js, JavaScript (ES6+), HTML5, CSS3, Responsive Design, API Integration.
- **Technical Implementation:** Pixel Setup, Conversion API, Event Tracking, Catalog Optimization.
- **Analytical Skills:** Data Analytics, Performance Reporting, R&D Methodologies, Competitor Analysis.

## PROFESSIONAL EXPERIENCE

### Junior Media Buyer For My Website

Sep 2025 – Present  
Full-time

- Executing and optimizing full-funnel Meta ad campaigns to drive traffic and conversions.
- Monitoring daily performance metrics to ensure alignment with business KPIs and budget efficiency.

### Front-End Developer & R&D (Internship) MEGA Team MU

Nov 2023 – Dec 2025  
Mansoura, Egypt (Hybrid)

- Dedicated over 2 years to Research and Development, focusing on web technologies and media buying logic.
- Developed responsive user interfaces using React.js and JavaScript for various team projects.
- Applied programmatic media buying principles to enhance digital marketing reach and efficiency.
- Focused on the intersection of UI/UX design and marketing psychology to improve user retention.

### Internship Trainee (Front-End Development) Information Technology Institute (ITI)

Jul 2025 – Sep 2025  
Mansoura, Egypt

- Completed intensive training in modern web stacks, focusing on React.js and professional workflow.

### Media Buyer & Store Manager Play Gate Store (E-commerce)

Jan 2023 – Present  
Mansoura, Egypt

- Managed all advertising operations, scaling gaming products profitably through Meta Ads.

## EDUCATION & LANGUAGES

**Bachelor of Computer Science (FCI)** | Mansoura University

Expected 2026

**Languages:** Arabic (Native), English (Professional), German (A1 Level - Basic).