

Mohamed Ali

Senior Media Buyer | +5 Years Experience

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Location: Cairo, Egypt | [LinkedIn Profile](#)

Professional Summary

Senior Media Buyer with 5+ years of experience optimizing paid media campaigns across platforms like Meta, LinkedIn, TikTok, Snapchat, X “Twitter”, and Google Ads. Expertise in SEM, PPC, and social media advertising, driving growth and engagement across diverse industries. Proven ability to manage multimillion-Pound budgets and deliver high-performing campaigns for clients in 10+ countries, including Saudi Arabia, Egypt, Kuwait, Qatar, Turkey, China, UK, and the U.S. Results-driven professional with a strong track record in performance analysis and client satisfaction.

Key Skills

- **Media Buying & Planning:** Expertise in optimizing ad spend and maximizing ROI.
 - **Campaign Management:** Proficient in SEM, PPC, and social media advertising.
 - **Performance Optimization:** Skilled in funnel optimization and audience segmentation.
 - **Analytical Tools:** Google Data Studio, Microsoft Clarity, Google Analytics.
 - **Platforms:** Meta Ads, LinkedIn Ads, TikTok, Snapchat, Twitter Ads, Snapchat, Google Ads.
 - **Client Communication:** Strong negotiation and collaboration abilities.
 - **Team Leadership:** Proven experience in leading cross-functional teams.
 - **Others:** Web development – Ai Tools
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Professional Experience

Senior Media Buyer

DM Solutions – Digital Marketing Agency

Cairo, Egypt

April 2023 – Present

- Led media buying and planning efforts across various industries, optimizing campaigns on platforms like Google, Meta, Snapchat, and LinkedIn.
- Achieved improved conversion rates and reduced CPC through advanced targeting strategies.
- Collaborated with creative and technical teams to enhance campaign performance.
- Managed campaigns for clients in countries including Saudi Arabia, Egypt, Kuwait, Qatar, Turkey, China, UK, U.S and others.

Senior Media Buyer

AlBaraka Forum – منتدى البركة للاقتصاد الإسلامي

Remote – Saudi Arabia - September 2023 – Present

- Managed digital campaigns for the Islamic economy sector, including events in London, Saudi Arabia, and Pakistan.
- Directed budgets exceeding \$15K per event to ensure maximum visibility and engagement.
- Collaborated with DM Solutions to align strategies for cross-channel effectiveness.

Co-founder – Senior Media Buyer

CYC Academy - Remote - January 2024 – Present

- Oversaw paid media campaigns, focusing on lead generation and cost-per-acquisition optimization.
- Directed media buying efforts across Facebook, Instagram, and Google Ads.

Senior Media Buyer

Tabla and Oud Lounge – Restaurant, Café & Lounge

Remote – Saudi Arabia - September 2024 – Present

- Developed paid media campaigns for high-profile events, including concerts by artists like Hamada Helal.
- Managed monthly budgets ranging from 15K SAR to 35K SAR to maximize visibility and reach.
- Achieved high engagement rates during peak hours and event days through retargeting strategies.

Senior Media Buyer

Shawaya Albukhari – Restaurant (3 Branches)

Remote – Saudi Arabia - August 2024 – Present

- Designed and implemented ad strategies to boost engagement and conversion rates across branches.
- Optimized ad targeting, driving traffic to locations and increasing customer acquisition.

Media Buyer

Business Camp Agency – Digital Marketing Agency

Remote - August 2022 – April 2023

- Executed and optimized paid media campaigns across Google Ads and Facebook Ads.
- Delivered measurable improvements in ROI and reduced ad spend through strategic optimizations.
- Partnered with remote creative teams to develop high-performing ad content.

Achievements

In addition to managing a wide range of projects across various industries, I successfully achieved over 95,000 orders with ROAS +8 in 2024 & 2025 for a cosmetics e-commerce brand through campaigns on LightFunnel and Easy Order. These results were further amplified through highly effective messaging campaigns.

I am confident that the best is yet to come, with much more to deliver in the pursuit of growth and success.

And I still have plenty more to offer.

Education

Bachelor of Agriculture – Animal & Poultry Production
Ain Shams University, 2019 – 2022

Certifications

- Facebook Blueprint Certification
 - Media Buyer Mind Shift 2023
 - Digital Marketing Practical Course
 - Google Ads Certified
 - Other Certifications
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Languages

- Arabic: Native
- English: Good.