

## Mohamed Ali

### Senior Media Buyer | 6+ Years of Experience

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#### Professional Summary

Performance-driven Senior Media Buyer with over five years of experience managing and scaling paid media campaigns across global markets. Proven expertise in Meta, TikTok, LinkedIn, Snapchat, and Twitter Ads. Demonstrated success in optimizing multi-million-pound budgets and achieving measurable business results across diverse industries, including F&B, e-commerce, education, and events. Adept at combining analytical insights, cross-channel strategies, and high-converting creatives to deliver growth and maximum ROAS.

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#### Core Competencies

- Paid Media Strategy and Buying
  - Cross-Platform Campaign Management (Meta, X, TikTok, LinkedIn, Snapchat)
  - Performance Optimization & A/B Testing
  - Budget Management & ROAS Scaling
  - Conversion Funnel Development
  - Client Communication and Account Management
  - Web Analytics (Agency Analytics, Data Studio, Clarity)
  - Team Collaboration and Remote Execution
  - AI Tools Integration and Web Development
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#### Professional Experience

##### Senior Media Buyer

*Fasela Agency – Digital Marketing (Hybrid)*

**May 2025 – Present**

- Led paid media strategy for major brands across Egypt, Saudi Arabia, and Oman.
- Developed tailored campaign strategies for Smoothie Paradise, Miso Sushi, and Tatis, resulting in significant improvements in brand engagement and conversion.
- Collaborated with internal creative and account teams to align assets with market-specific performance goals.

##### Senior Media Buyer

*DM Solutions – Digital Marketing (Remote)*

**April 2023 – Present**

- Managed campaigns across Meta, TikTok, LinkedIn, and Snapchat for clients in MENA, the UK, US, and China.
- Reduced CPC and improved CTR through advanced segmentation and retargeting.
- Coordinated closely with creative and technical teams to ensure performance consistency.

**Senior Media Buyer**

*AlBaraka Forum – Islamic Economic Organization* (Remote, Saudi Arabia)

**September 2023 – Present**

- Directed digital campaigns for high-profile economic events in London, Riyadh, and Islamabad.
- Managed event budgets exceeding \$25,000, achieving high engagement across multiple platforms.
- Worked in collaboration with DM Solutions to ensure alignment in cross-agency planning.

**Co-founder & Senior Media Buyer**

*CYC Academy*

**January 2024 – Present**

- Oversaw acquisition campaigns focused on lead generation and CPA reduction.
- Managed performance marketing across Facebook, Instagram, and Google Ads.

**Senior Media Buyer**

*Tabla & Oud Lounge – Restaurant & Events* (Remote, Saudi Arabia)

**September 2024 – Present**

- Planned and executed campaigns for entertainment events, including celebrity concerts.
- Achieved above-average reach and engagement using geo-targeted and retargeted ads.

**Senior Media Buyer**

*Shawaya Albukhari – Restaurant Chain* (Remote, Saudi Arabia)

**August 2024 – Present**

- Increased customer acquisition through localized ad strategies for multiple branches.
- Optimized media spend across multiple locations with real-time performance analysis.

**Media Buyer**

*Business Camp Agency* (Remote)

**August 2022 – April 2023**

- Executed paid campaigns across Meta and Google platforms.
- Delivered measurable improvements in ROAS and customer engagement.
- Collaborated with remote design and copy teams to produce effective ad creatives.

**Key Achievements**

- Drove over **95,000 orders** with a **ROAS exceeding 8x** for a leading cosmetics e-commerce brand across Meta and LightFunnel platforms.
- Successfully delivered performance campaigns in over 10 international markets, including Egypt, Saudi Arabia, Kuwait, UAE, Oman, Turkey, China, Oman, the UK, and the US.
- Built scalable ad systems with consistent conversion results across lead generation, awareness, and e-commerce funnels.

## **Education**

### **Bachelor of Agriculture – Animal & Poultry Production**

Ain Shams University, Cairo – 2022

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## **Certifications**

- Facebook Blueprint Certification
  - Media Buyer Mind Shift – 2023
  - Digital Marketing Practical Course
  - Additional certifications available upon request
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## **Languages**

- Arabic – Native
- English – Proficient