

Ahmed Tharwat

Social Media Specialist

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☎ 01224476037

📍 Obour City

🎓 EDUCATION

Bachelor's Degree in Law

BNU University

Digital Marketing

Adham Hossam Diploma

🧠 SKILLS

Digital Marketing ● ● ● ● ●

Digital Marketing & Content Creation

- Skilled in short video and social media content.
- Market Research & Analysis: Understanding customer needs and industry trends.
- Communication & Interpersonal Skills: Excellent verbal and written interaction.
- Problem Solving & Objection Handling: Turning customer concerns into opportunities.
- Target Achievement: Consistently exceeding sales goals.

Media Buying ● ● ● ● ●

- Managing advertising campaigns on platforms like Meta (Facebook & Instagram), TikTok, and Snapchat
- Audience targeting strategies
- Ad creation and data analysis
- Performance optimization to maximize ROI
- Budget management
- A/B testing
- Executing integrated advertising campaigns
- Developing innovative strategies aligned with current digital trends

👜 PROFESSIONAL EXPERIENCE

2021 – 2023

Mobile Store

Sales Man

Sales & Social Media Specialist

Mobile Store – Obour City

- Worked in both sales and social media roles, contributing to increased store visibility and revenue.
- Built strong relationships with customers and helped them choose the right products.
- Achieved monthly sales targets consistently while managing the store's online presence.
- Created engaging content and ran promotional campaigns to drive foot traffic and sales.

Mobile Store

Social Media Specialist

Perfect Gym

Media Buyer

2024 – 2025

Noon Real Estate Development

Media Buyer

2024 – 2025

Cafe & Restaurant

Social Media Specialist

Obour City

Scoppy Eg Agency

Social Media Specialist

PROFILE

I am an experienced Digital Marketer and Media Buyer with expertise in creating, managing, and optimizing ad campaigns on platforms like Meta (Facebook & Instagram), TikTok, and Snapchat. Skilled in audience targeting, campaign strategy, and performance analysis to maximize ROI and drive growth. Proficient in budget management, A/B testing, and using data insights to improve campaign performance and deliver results that align with business objectives.

COURSES

Nassr City	Marketing Adham Hossam
Downtown	Business Adham Hossam
	Media Buying Mind Shift
Online	Media Buying Bassem Magdy
Nassr City	Media Buying Mahmoud El Kersh