Ahmed Abdel Moati

Media Buyer

Contact

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Education

Higher Education Degree,
Faculty of Islamic Studies

Al-Azhar University

Graduated: 2023

Skill

- **AI-Powered Ad Copywriting & Content Optimization**
- **Messages & Website Conversion Funnel Strategy**
- **Adobe Photoshop**
- **Adobe Illustrator**
- **Canva**
- **WordPress**
- **EzOrder**

Languange

- Arabic: Mother
- English: Good

About Me

Performance-driven Media Buyer with 1.5 years of hands-on experience managing and optimizing paid social campaigns. Managed over 1M EGP in ad spend, improving ROAS through data-driven decisions, A/B testing, and audience optimization. I possess strong copywriting skills and expertise in artificial intelligence, creative content optimization, and website building using WordPress and EasyOrder.

Work Experience

Independent Ad Buyer
2023 - Present

Managed and optimized paid Facebook and Instagram ad campaigns for furniture and fashion brands.
Managed a total advertising budget exceeding EGP 1 million.
Building structured testing frameworks to identify successful products and creative designs.
Improving ROI through data-driven optimization and A/B testing.
Transforming brands from messaging to web-based sales funnels.
Writing and optimizing ad copy to increase click-through rates and conversions. Proficient in using AI tools.
Supported website setup and store optimization using WordPress and EasyOrder.

Key Results:
Revenue of EGP 1.05 million from an advertising budget of EGP 30,000 (furniture campaign).
9.5% ROI for a new fashion brand in 29 days.
3.46% conversion rate on the website with a 10x increase in ROI in the first seven days after the funnel change.

Certifications & Courses

Diploma in Marketing Fundamentals & Pricing – Dr. Ihab Moslem
Digital Marketing – Ezity Platform - Osama Jamal - Abdulrahman Alaa
Top 10 Marketer – Abdo Ramadan
Media Buying - Osama Jamal