

Ahmed Abdel Moati

Performance Media Buyer

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PROFESSIONAL SUMMARY

Performance Marketer with 2 years of hands-on experience managing paid social campaigns on Meta (Facebook & Instagram) across furniture and fashion e-commerce brands. Managed a cumulative ad spend of over EGP 1,000,000, building structured A/B testing frameworks and conversion funnels that turned messaging-based brands into web-based sales channels. Skilled in audience segmentation, ad copywriting, and using AI tools to optimize creative performance.

WORK EXPERIENCE

Media Buyer — Furniture Brand *Nov 2023*

Freelance / Independent Client Project

- Managed a Meta Ads (Facebook & Instagram) campaign during a Black Friday seasonal sale for a furniture brand with high average order value.
- Built and tested multiple ad sets and creative variations to identify the highest-converting product and audience combinations.
- Generated EGP 1,050,000 in revenue from EGP 30,000 in ad spend (35x ROAS) during the promotional window, driven by seasonal demand and high-ticket product pricing.

Media Buyer — Fashion Brand *2024*

Freelance / Independent Client Project

- Planned and launched a Meta Ads campaign for a new fashion brand entering the market, from account setup through creative testing.
- Achieved 9.5x ROAS within the first 29 days of launch through iterative audience and creative optimization.
- Wrote and tested ad copy variations to improve click-through rate and reduce cost per result.

Media Buyer & Funnel Optimization *2023 – Present*

Independent Ad Buyer — Multiple E-commerce Clients

- Restructured client sales funnels from simple messaging-based inquiries to full web-based checkout flows using WordPress and EasyOrder.
- Improved on-site conversion rate from under 1% to 3.46% within the first 7 days of the new funnel — over a 10x improvement.
- Supported website setup and store optimization, and used AI tools to speed up ad copy and creative content production.

Media Buyer — Interior Design & Finishing Brand *21-Day Campaign*

Freelance / Independent Client Project — Lead Generation & Brand Awareness

- Managed a dual-objective Meta Ads campaign (lead generation + brand awareness) on a EGP 15,000 budget over 21 days.
- Reached 93,000 total impressions and 62,000+ people newly exposed to the brand, controlling audience frequency to stay near 2x for 40% of the funnel to avoid ad fatigue.
- Generated 25 quality leads via Lead Form and 17 direct conversation leads via Messenger, at an average cost of approximately EGP 357 per lead across both channels.

CORE SKILLS

Performance Marketing: Meta Ads Manager • Campaign Structuring • A/B Testing • Audience Segmentation • Conversion Funnel Strategy • Ad Copywriting

Tools & Platforms: WordPress • EasyOrder • Canva • AI-Powered Content Tools

EDUCATION

Al-Azhar University — Higher Education Degree, Faculty of Islamic Studies (2023)

CERTIFICATIONS & TRAINING

- Diploma in Marketing Fundamentals & Pricing — Dr. Ihab Moslem
- Digital Marketing Program — Ezity Platform
- Media Buying Course — Osama Jamal

LANGUAGES

Arabic (Native) • English (Intermediate)