

Ahmed Mostafa Abd ElAleem Shehata

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Menyet Samanood-Aga- Daqahliyah § [Ahmed-Shehata.com](#)

Summary

Performance Media Buyer with 7+ years of experience across the Saudi market, specializing in paid media, tracking, analytics, CRO, and dashboard development. Experienced in managing multi-channel campaigns across Google, Meta, Snapchat, TikTok, LinkedIn, and X, with strong hands-on expertise in GTM, GA4, Looker Studio, Microsoft Clarity, and conversion tracking. Proven ability to align marketing performance with sales, SEO, and business growth objectives.

WORK EXPERIENCE

Rose

Jun 2024 — Present

Performance Manager

(Full-time | Remote | Saudi Market)

- Built performance dashboards in Looker Studio to track paid media, SEO, sales, and CRO KPIs.
- Provided technical oversight for paid media campaigns across multiple channels.
- Monitored SEO performance and followed up on technical issues affecting results.
- Analyzed sales funnel performance and identified CRO improvement opportunities.
- Conducted performance analysis to generate insights for optimization and decision-making.
- Resolved tracking and attribution issues using GTM, GA4, and conversion pixels.

Freelance

May 2022 — Present

Key Performance Media Buyer

Worked with multiple companies and brands across the Saudi market, including:
Erram - Menwah - Analytique - Quick - Shift - Unition - Dashn....etc

Asus Alhlwl

Jul 2024 — Jun 2025

Key Performance Media Buyer

(Full-time | On-site | Saudi Market)

- Conducted market research and performance analysis to support campaign planning and decision-making.
- Developed customized media plans based on business goals, audience insights, and budget allocation.
- Managed tracking setup and troubleshooting using GTM, GA, Yandex, Microsoft Clarity, and advertising pixels.
- Launched and managed paid media campaigns across Google, Snapchat, Instagram, TikTok, LinkedIn, and X.
- Optimized and scaled campaigns based on performance data and conversion insights.
- Prepared performance reports with actionable insights and optimization recommendations.
- Collaborated in creative production to support campaign performance and marketing objectives.

Mbtkron Agency
Key Performance Media Buyer

Aug 2022 — Dec 2023

(Full-time | Remote | Saudi Market)

- Conducted market research and data analysis to support campaign strategy and audience targeting.
- Built customized media plans aligned with client goals and performance objectives.
- Managed tracking and monitoring through GTM, GA, Yandex Metrica, Microsoft Clarity, and conversion pixels.
- Executed and optimized paid campaigns across Google, Snapchat, Instagram, TikTok, LinkedIn, and X.
- Scaled winning campaigns and improved efficiency through continuous testing and optimization.
- Delivered regular performance reports highlighting key insights, results, and growth opportunities.
- Worked closely with creative teams to support campaign development and performance improvement.

Elbatt Agency
Media Buyer

Jun 2021 — Apr 2022

(Full-time | On-site | Saudi Market)

- Supervised and supported media buyers in their day-to-day campaign management activities.
- Resolved technical issues related to campaign setup, tracking, and platform operations.
- Trained and mentored junior media buyers to improve execution quality and performance understanding.
- Managed escalated client situations and handled complex communication when needed.

Wakklni Agency
Media Buyer

Jan 2020 — May 2021

(Full-time | Remote | Saudi Market)

- Conducted market research and analysis to support campaign planning and targeting decisions.
- Developed ad plans based on business needs, target audience, and channel strategy.
- Launched and managed paid media campaigns across Google, Snapchat, Instagram, and TikTok.
- Prepared performance reports to track results and support optimization decisions.

Iraqsoft
Social Media Specialist

Mar 2019 — Dec 2019

(Full-time | Remote | Iraq Market)

- Managed Facebook advertising campaigns to support marketing and customer acquisition goals.
- Moderated social media platforms and supported day-to-day audience engagement.

Awamer ElShabaka
Social Media Specialist

Jul 2018 — Mar 2019

(Full-time | On-site | Saudi Market)

- Supported the development of marketing plans and content planning activities.
- Moderated social media platforms and followed up on audience engagement.
- Managed advertising campaigns across Facebook, X, and Instagram.
- Supported Google Ads campaign execution.
- Generated campaign ideas and coordinated with designers on creative requirements.

Fundrina

Business developer

Dec 2015 — May 2016

- Collaborated on projects involving Engagement Lab at Boston University and UNDP partnerships.
- Contributed to feasibility studies and marketing plan development.
- Supported product management activities in game design projects.

Toria for social games

Business developer

2014 — Nov 2015

- Collaborated on projects involving Engagement Lab at Boston University and UNDP partnerships.
- Contributed to feasibility studies and marketing plan development.
- Supported product management activities in game design projects.

Fekra Charity

Chairman of the Board

Jan 2014 — Dec 2025

Led a non-profit organization focused on sustainable development initiatives, community support, and local awareness activities in Menyet Samanoud, Egypt.

EDUCATION

B.Sc. in Computer and Systems Engineering

Faculty of Engineering, Mansoura University

CERTIFICATIONS & TRAINING

- Digital Marketing Nanodegree, Udacity (Sep 2019 - Nov 2019)
- HR Diploma, Scientific Computing Center, Mansoura University (Apr 2016)
- TOT Course in Game Design, UNDP (Sep 2015)
- Gamification Course, UNDP (Sep 2014 & Sep 2015)
- TEA Accelerator Program, TIEC (Mar 2015 - May 2015)
- Entrepreneurship Master Class (E.M.C), Injaz Egypt (Mar 2014)
- Black Belt (1 Dan) in Karate, certified by the Egyptian Karate Federation.

CORE SKILLS

Paid Media, Performance Marketing, Google Ads, Meta Ads, Snapchat Ads, TikTok Ads, LinkedIn Ads, X Ads, GTM, GA4, Looker Studio, Microsoft Clarity, CRO, Conversion Tracking, Funnel Analysis, Reporting, Market Research, Data Analysis

PORTFOLIO

- Ahmed-Shehata.com
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