Omar Mahmoud — Media Buyer

Media Buyer | Performance Marketing Specialist — E-commerce Ads (Meta, Google & Snapchat)

Phone: +20 112 433 6775 | Email: mohmoudmohmoud195@gmail.com | Portfolio: omarmohmoud.com | LinkedIn: linkedin.com/in/omar-mahmoud-737986435 | Location: Egypt (Remote) — Saudi Market Focus

Professional Summary

Performance Marketing specialist with 5+ years managing paid social and search campaigns for e-commerce stores in the Saudi market. Managed over SAR 8 million in ad spend across Meta Ads, Google Ads, and Snapchat Ads, achieving an average ROAS of 6.5x. Proven track record of turning underperforming ad accounts into profitable, scalable campaigns for Salla and Zid stores through data-driven targeting, retargeting strategy, and continuous optimization.

Core Skills

- Meta Ads (Facebook & Instagram) Campaign Management
- Google Ads (Search & Shopping Campaigns)
- Snapchat Ads & TikTok Ads
- Conversion Rate Optimization (CRO)
- Retargeting & Audience Segmentation
- A/B Testing & Creative Testing
- ROAS, CPA & CPM Analysis
- Conversion Tracking (Meta Pixel, Google Tag Manager)
- E-commerce Growth Strategy
- Salla & Zid Store Optimization
- Budget Management & Campaign Scaling
- Performance Reporting & Analytics

Professional Experience

Media Buyer — Cyber Growth | 2026 – Present

- Manage larger ad budgets across multiple e-commerce clients while maintaining and improving average ROAS

- Run multi-platform campaigns (Meta, Google, Snapchat) for Salla and Zid stores across different sectors

Media Buyer — Dalilak Dropshipping | 2024

- Managed paid campaigns that delivered real, measurable sales results for the company's dropshipping operations
- First full-time Media Buyer role; converted a self-taught foundation into measurable business impact

Freelance Media Buyer | 2021 – 2023

- Ran trial and early-stage campaigns for clients and personal contacts across Meta Ads and Google Ads
- Built a strong analytical foundation in reading performance data and optimizing live campaigns

Key Achievement

E-commerce Campaign Turnaround — 787 Orders & SAR 56,139 Revenue in One Month

Took over an underperforming ad account with no clear conversion tracking. Rebuilt the campaign structure around data-driven product targeting and a retargeting strategy for cart abandoners, delivering 787 orders and SAR 56,139.03 in revenue within a single month, with continuous week-over-week improvement.

- Managed over SAR 8 million in total ad spend across client accounts
- Achieved an average ROAS of 6.5x across managed campaigns
- Generated up to SAR 1.45 million in monthly revenue for a single client

Tools & Platforms

Meta Ads Manager, Google Ads Manager, Snapchat Ads Manager, TikTok Ads Manager, Meta Business Suite, Salla, Zid

Languages

- Arabic — Native
- English — Intermediate (Conversational)

Education & Certifications

Bachelor's Degree in Commerce