RAMY MAHMOUD OBAID

Media Buyer & Social Media Specialist | Performance Marketing (Meta & TikTok Ads)

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PROFESSIONAL SUMMARY

Performance-driven Media Buyer and Social Media Specialist with 5+ years of hands-on experience planning, launching and optimizing paid campaigns on Meta (Facebook, Instagram, Messenger, WhatsApp) and TikTok for e-commerce, retail, media, education and B2B brands in Egypt, Saudi Arabia and the UAE. Managed 6,000+ USD and 29,000+ EGP in ad spend, generating 8.7M+ paid impressions, 1,100+ sales conversations and Pixel-tracked website sales at up to 4.39x ROAS. Combines data-driven media buying with content strategy, copywriting, product videography and AI-generated video. Graduate of the ITI Social Media Marketing program (2025) with strong grounding in marketing strategy, buyer personas, funnel planning and performance analytics.

Career highlights: +397% organic reach growth (18.8K to 124.6K) for a retail hypermarket; 4.39x ROAS on a website sales campaign; 7.97% CTR on engagement campaigns; 1,175 messaging conversations for an e-commerce store; AI-generated brand videos.

CORE SKILLS

- **Paid Media:** Meta Ads Manager, TikTok Ads Manager, Snapchat Ads, Google Ads (Search & Display), LinkedIn Ads, Advantage+ Campaigns, A/B Testing, Dynamic Creative, Custom Audiences, Retargeting, Lead Ads & Instant Forms, Instant Experience, Click-to-Message (Messenger, WhatsApp, Instagram)
- **Tracking & Analytics:** Meta Pixel & Events Manager, TikTok Pixel, Conversion Tracking, KPI Reporting (CTR, CPC, CPM, Cost per Result, Frequency, ROI), Meta Business Suite Insights, Fanpage Karma, Excel / Google Sheets
- **Strategy & Planning:** Media Buying Plans, Budget Allocation, Full-Funnel Strategy (Awareness, Consideration, Conversion), Buyer Personas, Customer Journey Mapping, Segmentation & Positioning, SWOT, PESTEL, Porter's Five Forces, VRIO, TOWS, Business Model Canvas, SMART Objectives
- **Content & Social:** Content Strategy, Content Calendars, Copywriting (Arabic & English), Storytelling, Video Scripting, Product Videography, AI Video Production, Reels & TikTok, Community Management, Email Marketing, Affiliate Marketing, Marketing Automation (ManyChat)
- **Tools:** Meta Business Suite, ManyChat, Publer, Fedica, Canva, Adobe Photoshop, Adobe Illustrator, CapCut, VN, Camtasia, AI Image & Video Tools (Gemini, Sora, Kling, Grok), Microsoft Office

PROFESSIONAL EXPERIENCE

Digital Content Creator & Media Buyer | Abo Ali Gomla Market | Menofia, Egypt | Jun 2025 – Present

- Lead end-to-end social media for a wholesale hypermarket across Facebook, Instagram and TikTok: content calendar, shooting, editing (CapCut, VN), publishing and community management.
- Grew Facebook reach from 18,827 to 124,555 (+397%) through optimized content formats, posting cadence and local geo-targeting.
- Increased link clicks from 11 to 3,229 and total views by 189% with data-driven content and paid amplification.
- Built SMART campaign plans (awareness, page growth, offer engagement) targeting 8 nearby towns and 3 audience personas.

Social Media Specialist & Content Creator | Avanty Paints | Egypt | 2022 – Present

- Manage social media for a paint and putty manufacturer; grew the original Facebook page to a 25,000+ follower community.
- Rebuilt the brand's presence on a new page from zero after the original was closed: 11.7K views, 761 visits and 193 new follows.
- Design product creatives, shoot product videos and produce AI-generated brand films (including a factory video) for Reels and TikTok.

Media Buyer & Content Creator | Jefoe | Egypt | Jan 2026 – Mar 2026

- Ran 12 Meta campaigns (4,877 EGP) for a women's bags and jewelry e-commerce brand: 25 Pixel-tracked website purchases worth ~12,100 EGP (2.49x ROAS); scaled the best sales campaign to 4.39x ROAS with 15 purchases.
- Drove 92.1K Facebook views from 63.4K viewers, 1,600 new follows and 1,600+ link clicks across Facebook and Instagram.
- Produced AI-generated product videos and a 70-second AI brand film, and shot product videos for Reels and TikTok.

Junior Media Buyer | Creative Voice Agency | Egypt (Remote) | Jan 2025 – Oct 2025

- Planned, launched and optimized 35 Meta ad sets across engagement, traffic, recruitment and lead-generation objectives, including Gulf web-design service campaigns.

- Delivered 272,747 reach and 346,308 impressions; generated 4,778 clicks at an average CPC of 1.47 EGP on 7,017.50 EGP spend.
- Achieved a 7.97% CTR and 0.38 EGP CPC on the top engagement campaign through creative testing and audience refinement.
- Agency client Elsoot Academy: ran messaging campaigns in Egypt and Kuwait delivering 177,436 reach, 264,888 impressions and 3.50% CTR on 5,520 EGP; best campaign generated 195 conversations at 6.24 EGP each.

Junior Media Buyer | My Future Store | Menofia, Egypt | Apr 2025 – Sep 2025

- Managed 18 Meta campaigns (9,357 EGP spend) for an e-commerce gifts and kids' products store, delivering 714,822 impressions and 1,175 messaging conversations at an average cost of 5.85 EGP per conversation.
- Scaled the best-performing product campaign to 320 conversations at 1.64 EGP each by reallocating budget to winning ads.
- Structured testing with Advantage+ sales campaigns, carousel and flexible ad sets, and page-like vs. message objectives.
- Wrote product copy and produced video content; one organic product video reached 185,667 users with 345K+ views and 5,180 interactions.

Social Media Specialist (Contract) | Propel Entrepreneurship | Remote (UAE & Egypt clients) | May 2025 – Jun 2025

- Built complete marketing plans for 4 brands across retail, engineering consultancy, construction and home services (AltoMart, IBDAA Consulting Engineers, Lark Construction, Raha Malakiya).
- Designed a 3-month multi-channel ads plan for Lark Construction (LinkedIn, Google Search, YouTube, Snapchat, TikTok) with a 16,200 AED budget.
- Created a 4-week Meta funnel for Raha Malakiya (awareness, lead forms, social proof, retargeting) plus content calendars and idea banks.

Media Buyer Trainee | Beehive Agency | Egypt | Dec 2024 – Feb 2025

- Built media buying plans for Habitat Mattress (Egypt, 2,000 USD, 10 campaigns) and Habitat Furniture (Saudi Arabia, 1,500 USD).
- Structured full-funnel campaigns on Meta and TikTok: awareness, traffic, website conversions with pixel tracking, messages and retargeting.

Social Media Specialist | Elsoot News | Egypt | Feb 2023 – Apr 2024

- Managed content and community for a digital news brand, reaching 55,000 users and 168,156 impressions in 90 days.
- Ran page-growth campaigns delivering 2,792 new followers at 0.83 EGP per result with age-based audience testing.

Affiliate Marketer | Edmark | Egypt | Jun 2018 – May 2021

- Generated 7.3M+ impressions, 44,000+ clicks and 628 conversions through TikTok ads, managing 6,000+ USD in spend.

Affiliate Marketer | Souq.com | Egypt | Oct 2013 – May 2018

TRAINING & CERTIFICATIONS

Social Media Marketing Program | Information Technology Institute (ITI) | Jul 2025 – Nov 2025

- Intensive full-time scholarship covering Meta Ads, content marketing, marketing strategy, email and affiliate marketing, e-commerce, and Facebook, Instagram, TikTok, X, LinkedIn, Snapchat and YouTube.
- Projects: Joy Toys go-to-market strategy (PESTEL, Porter's Five Forces, SWOT, VRIO, IFE/EFE, TOWS, personas, buyer journey, sampling plan); Meta campaign setup across 15+ ad formats; content agency project "Market-deer" (personas, content calendar, blog, storytelling and video script).
- Media Buyer Training | Beehive Agency | Dec 2024 – Feb 2025
- Email Marketing Certification | HubSpot Academy | Sep 2025
- Digital Advertising Certification | HubSpot Academy | Aug 2025
- Content Marketing Certification | HubSpot Academy | Aug 2025
- Digital Marketing Certification | HubSpot Academy | Jul 2025
- The Strategy of Content Marketing | Coursera | Aug 2024
- Introduction to Marketing | Coursera | Aug 2021
- Digital Marketing: Managing Paid Digital Campaigns | Edraak | Jul 2021
- Digital Marketing Courses | HP LIFE | Aug 2021

EDUCATION

Bachelor of Laws (LL.B.) | Faculty of Law, Menoufia University | 2013 – 2017

VOLUNTEER EXPERIENCE

Volunteer Team Member | Resala Charity Organization | Apr 2014 – Oct 2017

LANGUAGES

Arabic: Native | English: Intermediate