

Hesham Elsaeed

Performance Media Buyer | E-Commerce Growth & Paid Acquisition

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PROFESSIONAL SUMMARY

I turn ad budgets into measurable revenue consistently, across markets. Over the past 3+ years, I have scaled e-commerce brands across Saudi Arabia, Kuwait, Iraq, Lebanon, and Egypt, managing full-funnel paid media campaigns on Google Ads, Meta, TikTok, and Snapchat across verticals including footwear, electronics, cosmetics, home decor, fashion, and coffee.

My work covers the full growth stack: Paid Media (Google Ads Search, PMax, Retargeting, Meta, TikTok, Snapchat), CRO (optimizing landing pages and funnels to turn traffic into buyers), Email & WhatsApp Marketing (retention flows that keep customers coming back), Growth Marketing (data-driven strategies that compound results month over month), Marketing Audits (identifying leaks in the funnel), and Tracking & Analytics (clean data setups via Google Analytics, Yandex, and Mixpanel). Currently managing multi-market performance campaigns across Lebanon, Saudi Arabia, Egypt, and Iraq.

KEY RESULTS

- **SAR 550K+ (USD 150K+)** in monthly paid-media budgets managed
- **~SAR 3M** in revenue generated
- **Up to 10X** campaign ROAS
- **5 markets:** Saudi Arabia, Kuwait, Iraq, Lebanon, and Egypt
- **4 ad platforms:** Google Ads, Meta, TikTok, and Snapchat

CORE SKILLS

Paid Media: Media Buying, Performance Media Buying, Google Ads (Search, Shopping, PMax, Retargeting), Meta Ads, TikTok Ads, Snapchat Ads

Growth & Optimization: Growth Marketing, Full-Funnel Strategy, Scaling, Campaign Optimization, A/B Testing, Creative Testing, Audience Segmentation, Business Development

CRO & Retention: CRO, Landing Page Optimization, Marketing Audits, Email Marketing, WhatsApp Marketing

Tracking & Analytics: Conversion Tracking, Attribution, Google Analytics, Mixpanel, Yandex, Data Analysis, Market Research

Data Analysis: Proficient in Excel, Power BI, and Looker Studio for analyzing campaign performance, building dashboards, and turning data into actionable insights to optimize budgets and improve acquisition efficiency.

PROFESSIONAL EXPERIENCE

Performance Media Buyer | World of Business

Cairo, Egypt (Hybrid) | Feb 2026 – Present

- Managing and scaling paid media campaigns across multiple markets in the MENA region (Lebanon, Saudi Arabia, Iraq).
- Executing full-funnel performance strategies across Google Ads, Meta, TikTok, and Snapchat, focused on driving measurable growth and maximizing ROI for e-commerce brands.
- Responsibilities include advanced marketing audits, campaign structure optimization, conversion tracking, and data-driven decision making to consistently scale revenue across competitive markets.

Performance Media Buyer | MAKASEB

Cairo, Egypt (Remote) | Jun 2025 – Feb 2026

- Executed full-funnel paid media strategies for top-performing e-commerce brands across Saudi Arabia and Kuwait.
- Built campaign structures across Google Ads (Search, Shopping, PMax, Retargeting), Meta, TikTok, and Snapchat.
- Conducted advanced marketing audits, fixed tracking gaps, and leveraged Yandex, Mixpanel, and Google Analytics to drive data-backed optimization decisions.

Performance Media Buyer | TAR

Egypt (On-site) | Jul 2024 – Jul 2025

- Scaled businesses across multiple markets by managing large advertising budgets, implementing advanced tracking systems, and running high-performance campaigns across Google Ads, Meta, TikTok, and Snapchat.
- Utilized Yandex, Mixpanel, and Google Analytics to extract actionable insights and consistently push ROAS beyond targets (campaign ROAS of up to 10X).

Junior Media Buyer | Azzrk

Egypt (On-site) | Mar 2024 – Jul 2024

- Launched and managed paid campaigns across Meta, Google Ads, TikTok, and Snapchat, optimizing for leads and conversions.
- Implemented foundational tracking systems to measure user behavior and campaign performance.
- Collaborated with the senior media team to refine ad strategy and targeting, and contributed to A/B testing and performance reporting to improve overall ROI.

Social Media Marketing Intern | Optimistech Coworking Space

El Mansoura, Egypt | Jul 2022 – Sep 2022

- Supported social media research, content writing, strategy development, and campaign execution.

EDUCATION

Bachelor's Degree in Accounting and Business/Management | Mansoura University | 2018 – 2022

CERTIFICATIONS

- Fundamentals of Digital Marketing – Google
- Advanced Digital Marketing – Udacity
- Digital Marketing Professional Track – Udacity
- Challenger Data Analysis – Udacity

LANGUAGES

Arabic: Native | English: Professional Working Proficiency