

AMR ATEF

SENIOR MEDIA BUYER | PERFORMANCE MARKETER

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PROFESSIONAL SUMMARY

Senior Media Buyer and Performance Marketer specializing in Meta Ads, with additional hands-on experience across TikTok and Snapchat Ads. Managed 15M+ SAR in cumulative advertising spend and \$70K+ in monthly paid social budgets across multiple client accounts. Experienced in e-commerce, lead generation, and fundraising campaigns targeting Egypt and GCC markets, particularly Saudi Arabia. Skilled in campaign strategy, budget allocation, creative testing, conversion tracking, scaling, and KPI-driven optimization, with selected campaigns achieving up to 14x ROAS.

AREA OF EXPERTISE

Meta Ads Management | Paid Social Media Buying | TikTok & Snapchat Ads | Campaign Optimization & Scaling | Creative Testing & Analysis | E-commerce & Lead Generation

KEY ACHIEVEMENTS

- Managed 15M+ SAR in cumulative advertising spend across paid social campaigns.
- Managed \$70K+ in monthly paid social budgets across multiple client accounts targeting Saudi Arabia and GCC markets.
- Achieved up to 13x ROAS across selected medical campaigns and up to 14x ROAS across selected e-commerce campaigns.
- Managed fundraising and performance campaigns for 43+ clients, focusing on acquisition, optimization, scaling, and performance reporting.

PROFESSIONAL EXPERIENCE

Senior Media Buyer | Growth Plus

Cairo, Egypt | Sep 2025 - Present | On-site

- Manage and optimize paid social campaigns across Meta Ads, TikTok Ads, and Snapchat Ads targeting Saudi Arabia and GCC markets.
- Manage \$70K+ in monthly paid social budgets across multiple client accounts and optimize full-funnel campaign performance.
- Manage fundraising campaigns for non-profit organizations, focusing on acquisition, scaling, and sustainable performance.
- Work with 43+ clients, providing ongoing optimization, creative testing, budget allocation, and performance reporting.

Freelance Media Buyer | Tags NFC

GCC Markets | 2024

- Managed and optimized Meta Ads campaigns to drive NFC card sales across GCC markets.
- Improved campaign performance through audience targeting, creative testing, retargeting, and budget optimization.

Freelance Media Buyer | ChatLikBot

Egypt & GCC Markets | 2023

- Managed and optimized lead generation and conversion campaigns through continuous testing and funnel improvements.
- Improved sales performance by refining audience targeting, advertising creatives, and budget allocation based on KPI insights.

Media Buyer / Performance Marketer | Halan Cash

Egypt | 2022 | On-site

- Planned, launched, and optimized performance campaigns to generate qualified leads, bookings, and conversions.
- Improved campaign results through audience testing, creative optimization, retargeting, and KPI-based budget allocation.

PROFESSIONAL EXPERIENCE - CONTINUED

Freelance Media Buyer | Active Drinks Company

Egypt | 2021

- Managed Meta Ads campaigns to increase product awareness, sales, and customer acquisition.
- Tested audiences and advertising creatives while continuously optimizing budgets and campaign performance.

Junior Media Buyer / Performance Marketer | Halan Cash

Egypt | 2020 | On-site

- Managed and optimized performance campaigns to drive leads, bookings, and conversions through continuous testing and optimization.
- Improved reach, impressions, and sales performance by refining targeting, creatives, and budget allocation based on KPI insights.

Freelance Junior Media Buyer | Zalloum Trading Company

Egypt & GCC Markets | 2019

- Executed campaign setup and optimization to improve reach, engagement, lead generation, and key campaign KPIs.
- Supported audience targeting, creative testing, and performance monitoring.

Freelance Junior Media Buyer | Dr. Mousa Weight Loss Clinics

Egypt | 2018

- Managed Meta lead generation campaigns to increase clinic bookings and consultation requests.
- Improved lead quality through audience targeting, campaign testing, and ongoing optimization.

Junior Media Buyer | Al Fahd - Fashion & Accessories

Egypt | 2017

- Supported Meta Ads campaigns to increase product awareness, engagement, and sales.
- Prepared social media content and advertising creatives and assisted with account management and campaign optimization.

TOOLS & PLATFORMS

Meta Ads Manager (Facebook & Instagram) | TikTok Ads Manager | Snapchat Ads Manager | Meta Pixel | UTM Tracking | Google Sheets | Microsoft Excel | Audience Targeting | Lookalike Audiences | Retargeting | A/B Testing | KPI Reporting (ROAS, CPA, CPL, CVR)

Creative Tools: Adobe Photoshop | CapCut | Canva | AI Content Tools

INDUSTRY EXPERIENCE - SAUDI ARABIA MARKET

Medical: Dental Clinics, Weight Loss Clinics, Cosmetic Surgery

Beauty & Personal Care: Beauty Products, Cosmetics, Personal Care

Food & Beverage: Restaurants, Juices, Active Drinks

E-commerce: Salla, Zid, Numo, Jood

Fashion & Accessories | Sports: Swimming Academies, Gyms

Real Estate: Luxury Villas, Home Finishing, Construction

Non-profit Fundraising: Charitable Organizations and Donation Campaigns

EDUCATION

Bachelor of Commerce in Accounting

Beni-Suef University, Egypt | 2020

LANGUAGES

Arabic: Native | English: Very Good