

MOHAMMED YASSER ABD ELSAMEA

Senior Media Buyer | Digital Marketing Specialist

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PROFESSIONAL SUMMARY

Media Buyer and Digital Marketing Specialist with 4+ years of experience across digital advertising, sales, and customer service. Proven track record planning and managing paid advertising campaigns across Google Ads, Meta Ads, and LinkedIn Ads, analyzing performance data to optimize ROI, and building strong client relationships that drive retention and growth. Skilled in budget management, cross-functional collaboration, and team leadership.

CORE SKILLS

Search Engine Optimization (SEO) • Meta Business Suite • Google Analytics • Google Ads • LinkedIn Ads • AI-Powered Marketing Tools • Social Media Marketing • Copywriting • Client & Account Management • Budget Management • Team Leadership • Problem Solving • Time Management

PROFESSIONAL EXPERIENCE

Senior Media Buyer (Digital Marketing) | *The Next Chapter*

Jan 2026 – Present

- Manage end-to-end paid digital advertising campaigns across Google and Meta platforms, from planning through execution and optimization.
- Apply AI-powered tools for audience research, ad copy generation, and creative testing, reducing campaign turnaround time.
- Monitor budgets and key performance metrics, delivering data-driven optimizations that maximize return on ad spend.
- Collaborate with cross-functional teams to align campaign strategy with client objectives and business goals.

Senior Media Buyer (Digital Marketing) | *Trend Marketing Agency*

May 2025 – May 2026 (Remote)

- Planned and managed paid social and search advertising campaigns for multiple clients in a fully remote agency environment.
- Analyzed campaign performance and audience insights using Google Analytics and Meta Ads Manager to optimize spend and results.
- Used AI-powered tools to generate and test ad copy variations, improving content production efficiency and creative quality.
- Coordinated with clients and internal teams to align campaign strategy with business goals and reporting requirements.

Media Buyer (Digital Marketing) | *Pioneersnow Inc.*

Feb 2024 – Apr 2025

- Planned, launched, and managed paid digital advertising campaigns across Google Ads, Facebook Ads, Instagram Ads, and LinkedIn Ads, aligning targeting and budget with client acquisition goals.
- Monitored and analyzed campaign performance using Google Analytics and Facebook Insights, applying data-driven optimizations that improved return on ad spend (ROAS).
- Leveraged AI-powered marketing tools to streamline audience research, ad copy generation, and performance forecasting.
- Allocated and managed advertising budgets across multiple campaigns to maximize marketing objectives and cost efficiency.
- Partnered with design and content teams to produce high-converting ad creative and copy aligned with brand strategy.
- Conducted A/B testing on ad creative, audience segments, and targeting strategies to continuously improve campaign performance.
- Prepared and presented performance reports to stakeholders, translating data into actionable strategic recommendations.

Senior Customer Service Specialist | J&T Express

Aug 2023 – Jan 2024

- Led and supervised a customer service team, coordinating workload and escalations to ensure timely issue resolution.
- Investigated and resolved complex shipment issues, including damaged and lost items, maintaining service-level agreements and customer satisfaction.

Customer Service Specialist | J&T Express

Dec 2022 – Jul 2023

- Maintained proactive communication with shipping partners to identify and prevent service issues before escalation.
- Tracked and monitored shipments end-to-end through final delivery to ensure on-time, accurate fulfillment.
- Resolved customer inquiries and complaints, following up via email to confirm resolution and maintain service quality standards.

Dispatcher | Yodawy Company

Mar 2022 – Nov 2022

- Advised customers by phone on medication specifications and usage, ensuring accurate order fulfillment.
- Managed drug inventory data entry in the Odoo ERP system and prepared monthly treatment plans for customers.
- Designed and executed targeted social media advertising campaigns that increased customer acquisition by 20%.

Assistant Manager | Andora Company

Jul 2019 – May 2020

- Managed daily operations to ensure business continuity and achievement of sales targets.
- Directed and coordinated staff performance to maximize productivity and operational efficiency.

EDUCATION

Bachelor of Economic and Political Sciences

6 October University — Graduated with Very Good | 2020

COURSES & TRAINING

- Digital Marketing Fundamentals — TeraCourses
- Digital Advertising: Managing Paid Campaigns — Google & social media ad platforms
- HR Course — Canadian International Foundation
- Soft Skills & Employment Skills Training
- International Diploma in Diplomatic Studies — Arab Arbitrators Center for International Arbitration
- Economic Diplomatic Relations Training — Faculty of Economic and Political Science, Cairo University
- Entrepreneurship Training — GIZ

LANGUAGES

Arabic — Native | English — B1 (Intermediate)