

YOUSEF ABD EL AZIZ

media buyer

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PROFESSIONAL SUMMARY

Performance Marketer and Media Buyer with 3+ years of experience managing and optimizing paid advertising campaigns across Meta Ads, TikTok Ads, and Google Ads (Facebook & Instagram). Specialized in E-commerce and Dropshipping growth strategies with a focus on scaling winning products and maximizing ROAS while maintaining efficient CPA. Experienced in leveraging AI tools to create high-performing ad creatives and improve campaign performance through data-driven optimization..

PROFESSIONAL EXPERIENCE

media buyer

Working from

January 2023– Present

- * .. Managed monthly ad spend of \$10000 across Meta & TikTok with an average
- * Scaled winning products using performance data and audience targeting strategies.
- * Implemented retargeting campaigns and lookalike audiences to increase conversions.
- * Integrated Meta Pixel and TikTok Pixel with Shopify stores for accurate performance tracking.
- * Created high-performing ad creatives using AI tools to reduce production costs and improve CTR

Technical Skills

- *Advertising Platforms:*
- Meta Ads Manager (Facebook & Instagram), TikTok Ads Manager, Google Ads (Search & Display)
- *E-commerce:*
- Shopify Store Management, Product Research, Dropshipping Strategy
- *Tracking & Analytics:*
- Meta Pixel, TikTok Pixel, Google Analytics (GA4), Events Manager
- *Creative & AI Tools:*
- Canva Pro, Midjourney, CapCut (AI Video Editing), ChatGPT, Claude, AdCreative.ai

- * Assisted in managing Google Search and Display advertising campaigns.
- .Conducted keyword research and audience analysis to improve campaign performance *
- .Performed daily budget optimizations to reduce Cost-Per-Click (CPC) *
- .Collaborated with creative teams to develop Facebook and Instagram ad concepts *

EDUCATION

:LanguagesArabic

Native

English: Professional Working
Proficiency

Bachelor of Information Systems

Master of Information Systems

2024

: 2028