

Mustafa Kamel

Performance Media Buyer · 5 years · Meta · Google · TikTok

Cairo, Egypt · Remote or relocate to the Gulf
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SUMMARY

Performance media buyer with five years across Saudi Arabia, UAE, Qatar and Egypt. Specialised in lead generation for company-formation services in KSA, high-volume e-commerce (up to ~AED 500K monthly spend) and app-install campaigns. I work beyond the ad: fixing landing pages and checkouts, and building AI-powered automations (n8n, Make) that answer and log leads within seconds. Previous account-management experience handling 6–10 client accounts at an agency.

AED 500K avg monthly spend managed (e-commerce)	14,608 leads for company formation · SAR 14.79 avg	172,863 app installs · EGP 1.47 CPI	6–10 client accounts managed at once
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EXPERIENCE

Media Buyer — Safwa Consulting & Company Formation 2025 – 2026

Remote · Saudi Arabia · Meta, n8n

- Ran two ad accounts (Safwa and Consultant Tarek Arafa) over 11 months: SAR 71,981 spend, 3,922 leads at SAR 18.35 average; best campaign SAR 4.10.
- Occupation-based targeting beat demographic targeting: the pharmacist segment delivered the highest volume at ~28% below account-average CPL.
- Built a live Messenger customer-service automation on n8n: de-duplicated lead logging to Google Sheets, source tracking and instant Telegram alerts to sales.

Media Buyer — Abq Al Hayat Company Formation 2024 – 2025

Remote · Saudi Arabia · Meta

- Built the marketing from scratch: market and competitor research, visual identity, ad accounts and tracking.
- 10,686 leads in 12 months at SAR 13.48 average on SAR 144,000 spend; best campaign SAR 4.04.
- Segmented campaigns by business type and redesigned the lead form to capture city, nationality and activity so sales received qualified leads.

Account Manager — Kanana Marketing Services 2024 – 2025

On-site · Egypt · Marketing agency

- Managed a portfolio of 6–10 client accounts at a time.
- Translated client goals into briefs for media, content and design teams and tracked delivery.
- Prepared and presented periodic performance reports with next-period recommendations.

Media Buyer — E-commerce stores (trending products) 2023 – 2024

Remote · UAE & KSA · Meta, TikTok, Google

- Managed ~AED 500,000 average monthly spend across three platforms.
- Delivered ~25,000 leads per month at ~AED 20 average cost against a 25–30K monthly target.
- Gave each platform a role: TikTok for discovery, Meta for retargeting, Google for capturing active search demand.
- Set an automated rule to pause any TikTok campaign whose CTR fell below 0.5%, since campaigns under that level produced almost no sales.

Media Buyer — Solar Energy Exchange 2022 – 2024

Remote · Egypt

- Ran paid campaigns generating enquiries for solar-energy systems — a high-ticket purchase with a long decision cycle — working with sales on lead quality and follow-up.
- While I ran the campaigns, company sales exceeded EGP 50M in a single year — 4× the previous year.

On-site · Egypt · B2B SaaS

- Managed digital marketing and campaigns for a software company building hospital-management systems.

SELECTED FREELANCE PROJECTS

- Shaghalana (services app, Egypt): 172,863 installs at EGP 1.47 CPI via Google App Campaigns; controlled test showed audience signals cut CPI ~12%.
- Grow Hair (COD e-commerce, KSA): moved store from WordPress to EasyOrder; 3-for-2 bundle lifted bundle buyers' AOV from SAR 175 to 398; 61.6% delivery rate.
- Kayan Clinic (dental, UAE): 339 WhatsApp conversations at AED 7.76 average.
- Also: Layali El Helmeiya (restaurant, Riyadh), Yaqoot Doha (contracting, Qatar), Turath Decor (real estate, KSA), Dar Al Injaz (company formation, KSA — current).

SKILLS & TOOLS

Media: Meta Ads, Google Ads (Search, PMax, App, Demand Gen), TikTok Ads, LinkedIn, Snapchat

Tracking: GA4, Google Tag Manager, Meta Pixel, Conversions API, SEMrush, dashboards

Automation: n8n, Make, Zapier, AI agents, WhatsApp & Messenger bots, CRM, Google Sheets, Airtable

Web & stores: WordPress, WooCommerce, Elementor, Shopify, Salla, EasyOrder, Qumra, Figma, Canva

EDUCATION & CERTIFICATIONS

LL.B., Alexandria University · Meta Blueprint — Ads & Campaigns · Udacity Nanodegree — Digital Marketing · Coursera — Marketing Analytics & Strategy · AI Business Accelerator

Languages: Arabic (native), English (working proficiency)