

ABDELRAHMAN ALI YOUSSEF

Senior Media Buyer | Digital Marketing Specialist

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PROFESSIONAL SUMMARY

Digital marketing professional with over 4 years of experience in media buying, performance marketing, and services growth. Proven track record managing advertising budgets exceeding AED 50,000/month on Meta platforms, achieving a 7x ROAS. Founded and manages Tatwer Digital Marketing Agency with a focus on the Saudi market.

WORK EXPERIENCE

Founder & General Manager – Tatwer Digital Marketing Agency | 2024 – Present

- Lead agency operations with a strategic focus on the Saudi e-commerce market.
- Fawn Store: grew monthly revenue to 1,000,000 SAR through targeted paid campaigns.
- Rifq Pet Supplies: generated 122,000 SAR in sales within a single month.
- Mukyf Store: achieved consistent sales growth via data-driven digital marketing strategies.
- Pinkflower Studio: rebuilt digital presence and significantly improved brand visibility in Saudi Arabia.

Digital Marketing Specialist – Medical Center | 2024 - 2025

- Managed Meta advertising campaigns for cosmetic and medical services.
- Operated within a Dubai-headquartered digital marketing team, working from the Cairo administrative office.
- Managed a monthly ad budget exceeding AED 50,000, achieving a 4x ROAS in recent campaigns.

Marketing Team Lead – Credical (Shubra, Egypt) | 2023 – 2024

- Led the marketing team managing over 6 client accounts across diverse industries.
- Delivered performance-driven marketing solutions under tight deadlines and high-pressure conditions.

Freelance Digital Marketing Consultant – Gulf & UAE Markets | 2022 – Present

- Served over 15 clients in Saudi Arabia and the UAE, building lasting professional relationships.
- Promoted a prominent media production platform in the UAE market.
- Achieved top Google search placements and significantly improved client ROI.

Digital Marketing & Affiliate Marketing | Late 2021 – 2023

- Launched career in affiliate marketing across apparel, home appliances, and electronics sectors.
- Collaborated with major platforms including Amazon, Noon, and AliExpress.
- Built foundational skills through specialized industry courses and hands-on campaigns.

KEY ACHIEVEMENTS

- Increased client website traffic by up to 400% through SEO and paid media strategies.
- Managed multi-million SAR e-commerce revenue growth for Gulf-based clients.

- Achieved 4x ROAS on Meta platforms with budgets exceeding AED 50,000/month.
- Successfully led marketing teams managing multiple accounts simultaneously.

SKILLS

Paid Advertising: Google Ads, Meta Ads Manager, Snapchat Ads, TikTok Ads

Claude - AI Automation

Analytics & Tracking: Google Tag Manager (GTM), Google Analytics 4 (GA4)

SEO Tools: SEMrush, Ahrefs, Moz

E-commerce Platforms: WordPress, Shopify, WooCommerce, Salla, Zid

Web Development: HTML, CSS, Bootstrap

Core Skills: Campaign Strategy, Performance Analysis, Dashboard Reporting, Budget Management, Team Leadership

TOOLS & TECHNOLOGIES

Google Ads | Meta Ads Manager | Snapchat Ads | TikTok Ads | GTM | GA4 | SEMrush | Ahrefs | Moz | WordPress | Shopify | WooCommerce | Salla | Zid | HTML | CSS | Bootstrap

LANGUAGES

Arabic: Native

English: Basic