

# Youssef Ehab Massad

## Performance Marketer | Media Buyer | Shopify Expert

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### Professional Summary

Performance Marketer & Media Buyer with proven experience managing over **\$40M ad spend** across Meta, Google, TikTok, Snapchat, and LinkedIn Ads. Skilled at scaling e-commerce brands and delivering strong ROI. Experienced Content Creator & Social Media Specialist, achieved **100K+ followers in under a month** and boosted sales by **40%**. Passionate about growth, performance-driven campaigns, and impactful digital strategies.

### Experience

#### Performance Marketer & Media Buyer

Various Clients – Egypt (2020 – Present)

- Managed **\$40M+ in ad spend** across multiple platforms.
- Delivered consistent ROI and scaled campaigns.
- Specialized in funnels, targeting, and testing.

#### Content Creator & Social Media Specialist

Virginia Olive Co. – Egypt (2023 – 2024)

- Built and launched professional e-commerce website.
- Created content strategy, grew **100K+ followers in <30 days**.
- Increased sales by **40%**.

#### Social Media Moderator & Media Buyer

PPS Energy, Academy, Fashion Brands – Egypt (2021 – 2023)

- Planned and optimized campaigns for different industries.
- Handled community moderation and engagement.
- Executed content calendars to boost growth.

### Education

Bachelor's Degree in **Management Information Systems (MIS)**

Faculty of Commerce, Mansoura University – Expected 2025

### Skills

- Paid Media Buying (Meta Ads, Google Ads, TikTok Ads, Snapchat Ads, LinkedIn Ads)
- Performance Marketing & Funnel Optimization
- Social Media Marketing & Growth Strategy
- Content Creation & Copywriting
- Data Analysis & Reporting
- E-commerce & Shopify Marketing

### Certifications

- Facebook Certified Media Buying Professional
- Meta Media Buying Certification
- Google Ads Certification
- IAB Digital Media Buying
- Shopify Partner

### Strengths

- Strong analytical & data-driven mindset
- Proven ability to scale brands to multi-million sales
- Creative problem solver with ROI focus
- Effective communicator & leader
- Adaptable in fast-paced environments

### Hobbies

- Reading business & marketing trends
- Fitness & sports
- Traveling & exploring new cultures
- Volunteering & community activities