



My Portfolio

# YOUSSEF EHAB

## MEDIA BUYER

- Driving Business Growth with Data-Driven Media Buying & Social Media Strategies
  - Helping Brands Scale with High-Performance Paid Ads & Digital Marketing
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## About Me

I'm Youssef Ehab, a passionate Performance Marketer & Media Buyer with strong expertise in building and scaling digital campaigns that drive measurable growth. Over the past years, I've worked with brands across different industries — from fashion and e-commerce to education and tech — helping them achieve higher ROI, stronger brand positioning, and sustainable customer acquisition.

My focus is on strategic social media marketing, data-driven decision making, and high-converting ad campaigns. Beyond ads, I'm also dedicated to crafting content and building personal brands that resonate with audiences and convert followers into loyal customers.

My goal is simple: Delivering digital growth and tangible results for every client I work with.



# EXPERIENCE

## Professional Experience

Social Media Moderator & Media Buyer

PPS - Solar Energy Company | 2024 - Present

- Managed and optimized Meta & Google Ads campaigns.
- Increased lead generation through advanced targeting.
- Delivered measurable ROI with cost-efficient ad spend.

Digital Marketing Specialist

E-Learning Academy | 2023 - 2024

- Built and scaled ad funnels for online courses.
- Reached thousands of learners in Egypt & GCC.
- Conducted training sessions for 500+ individuals in sales & communication.

Marketing & Media Buyer - Fashion Brand

Freelance Projects | 2022 - 2023

- Launched successful campaigns on Meta & TikTok Ads.
- Boosted online sales for men's, women's, and kids' wear.
- Developed creative strategies for social media growth.

## Freelance & Projects

- E-commerce Stores: Built and managed Shopify-based stores with ad campaigns.
- Content Campaigns: Designed ad copies and creatives that increased engagement by 200%+.
- Client Growth: Helped small businesses scale revenue through strategic performance marketing.
- Training & Mentorship: Trained +500 people in marketing, sales psychology, and customer acquisition.

# SKILLS

1. Social Media Strategy
2. Content Creation
3. Media Buying (Meta, TikTok, Snapchat)
4. E-commerce Growth & Shopify
5. Performance Marketing & Funnel Strategy
6. Ad Copywriting & Creative Strategy
7. Data Analysis & ROI Optimization
8. Sales Psychology & Client Acquisition



# RESULTS



• Define Your Business Goals



• Identify Your Target Audience

• Choose the Right Social Media Platforms



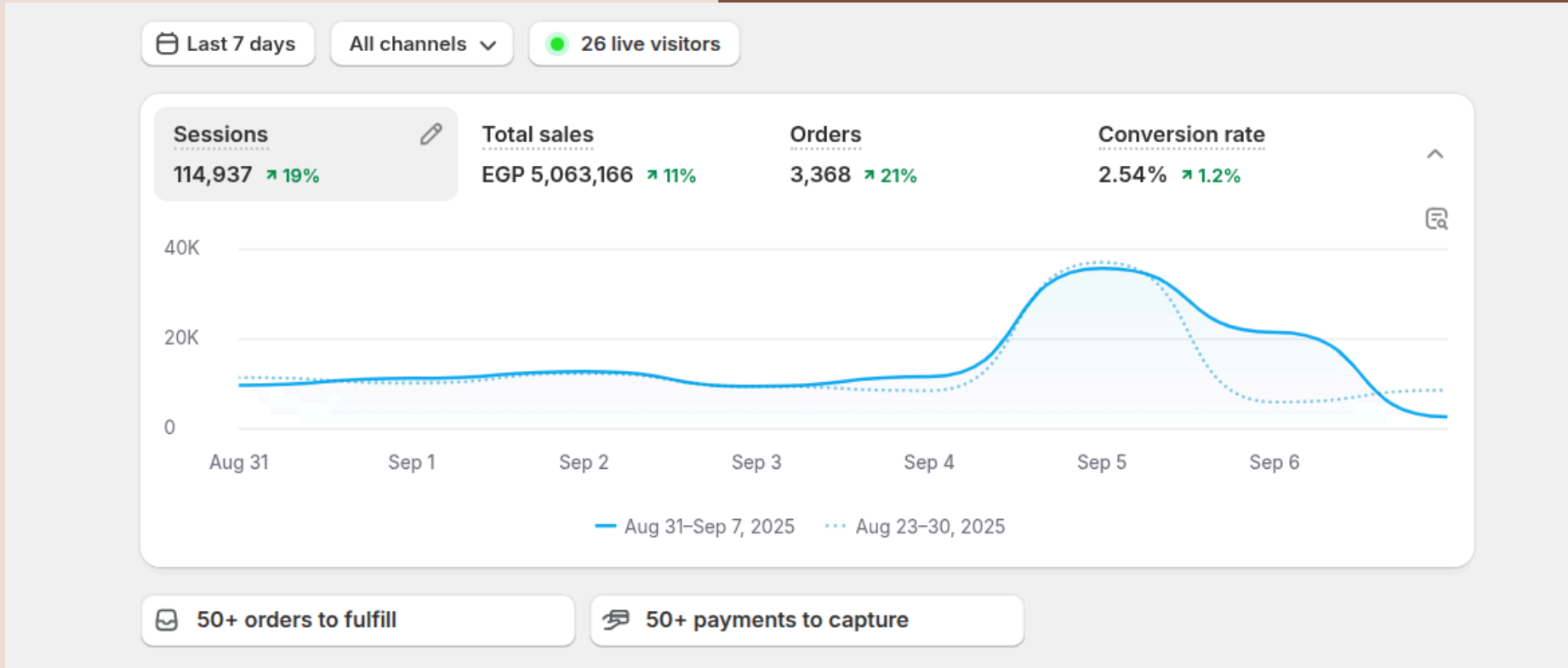
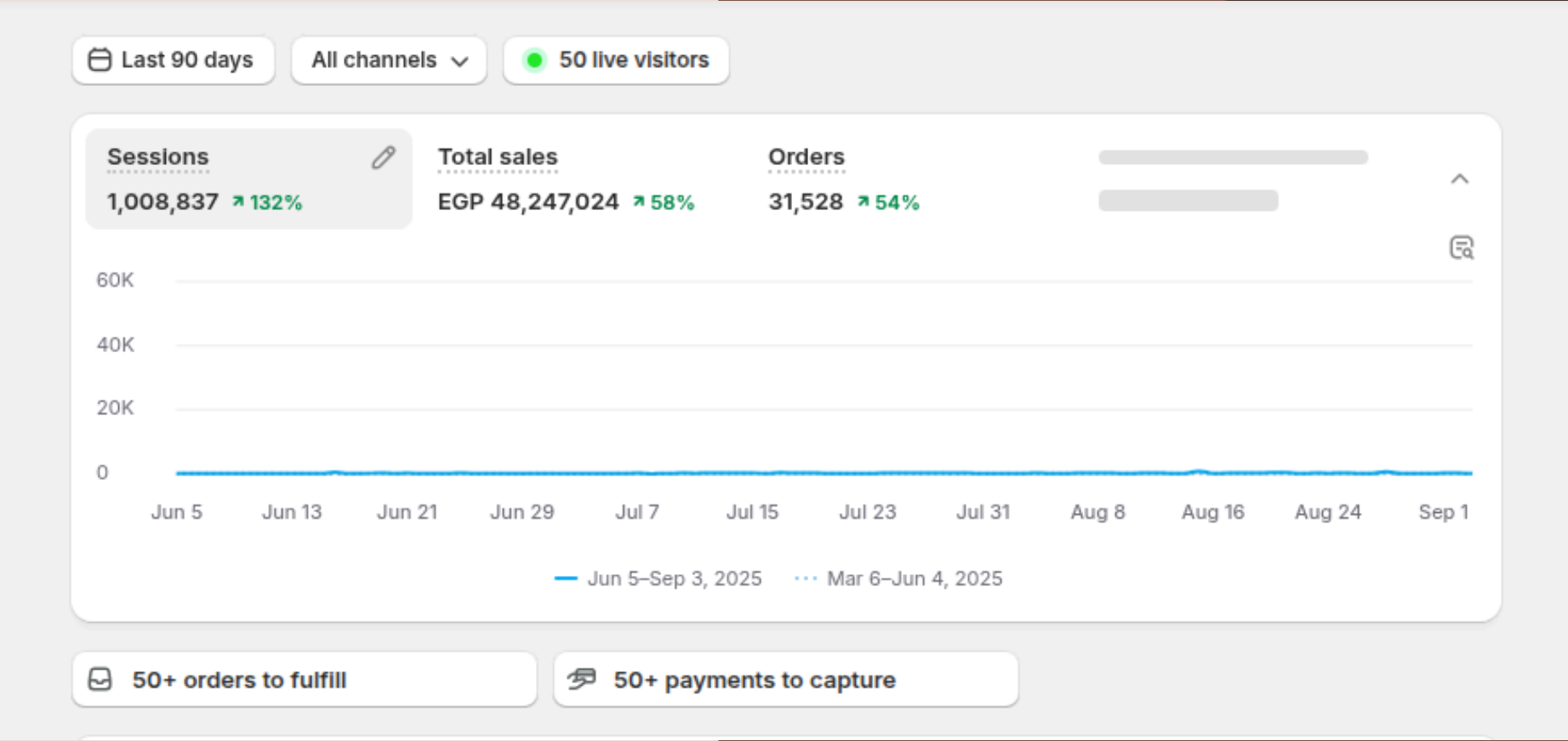
• Brand Voice and Consistency



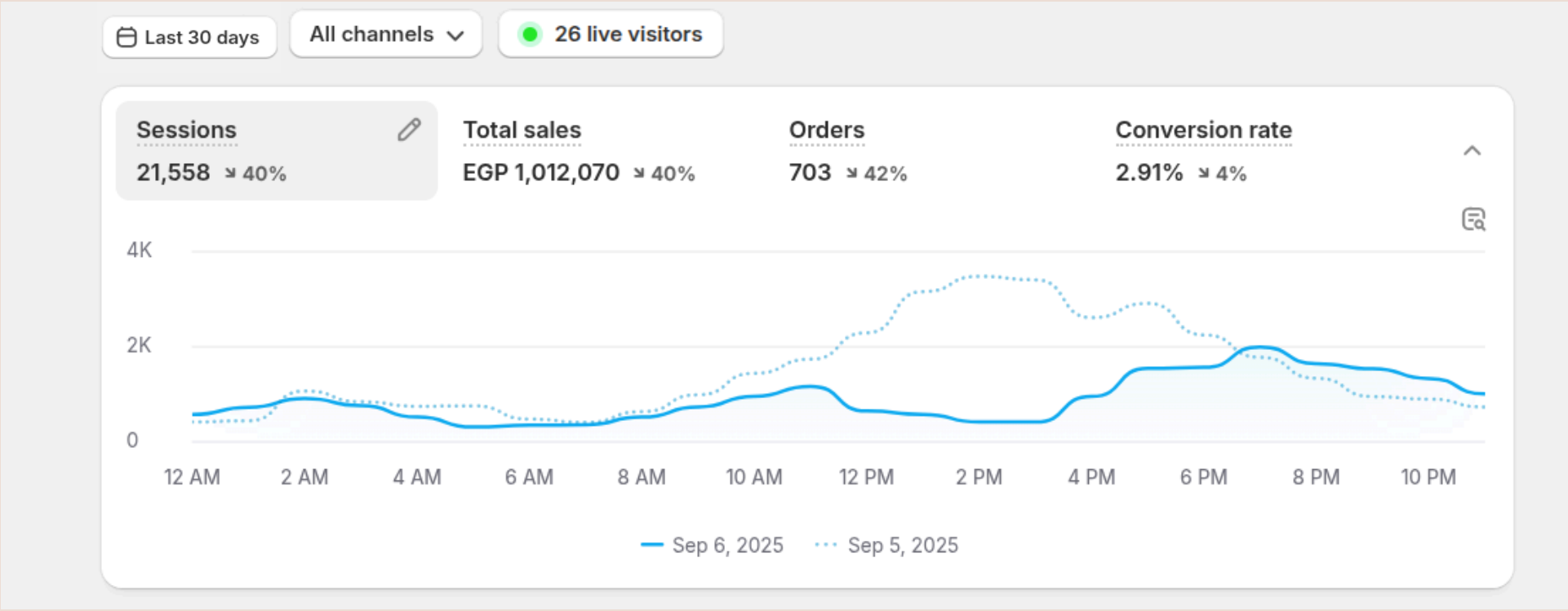
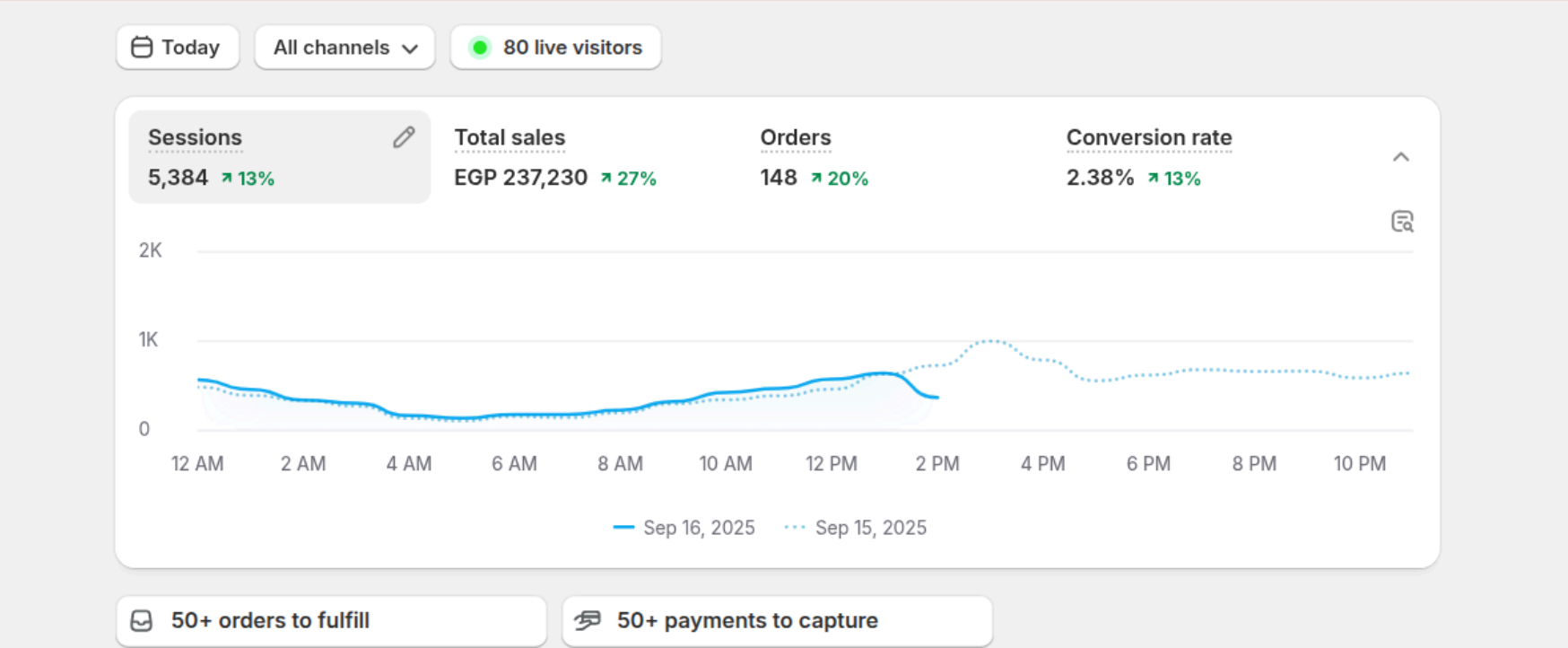
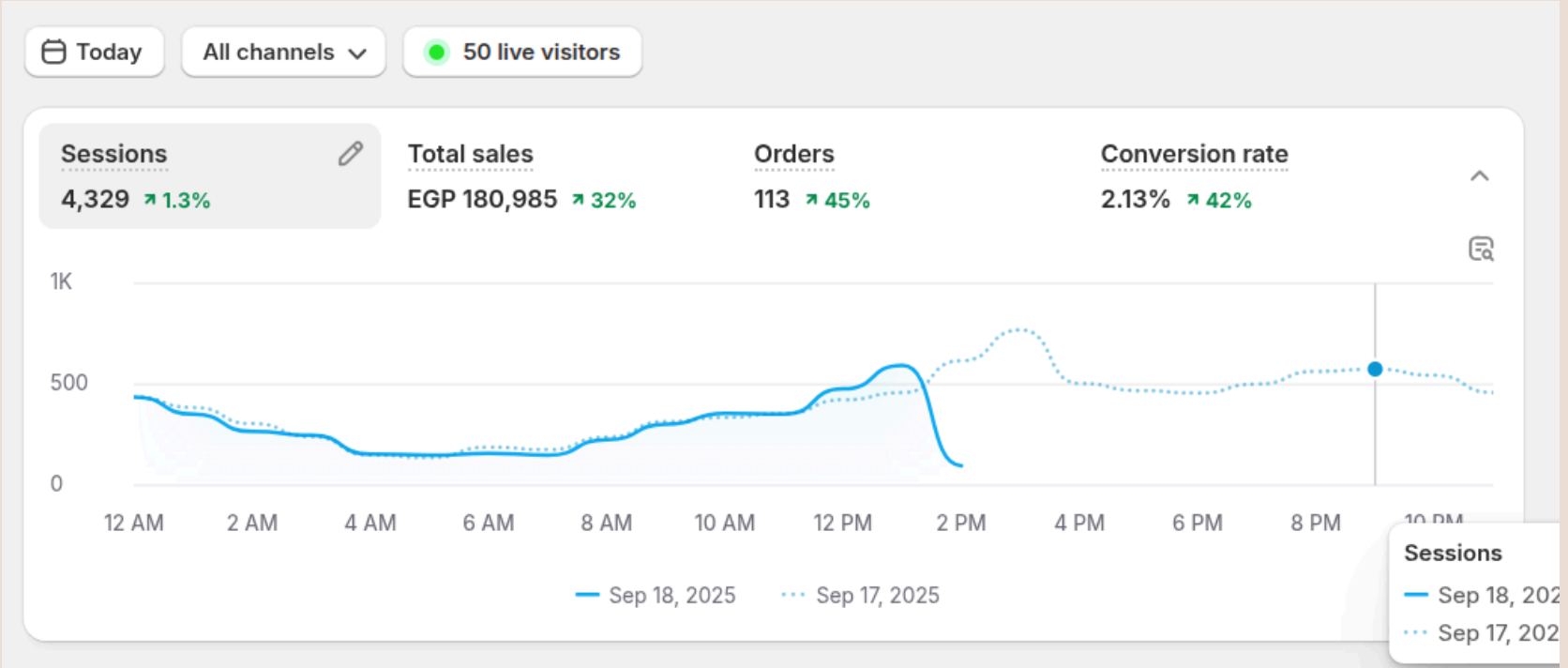
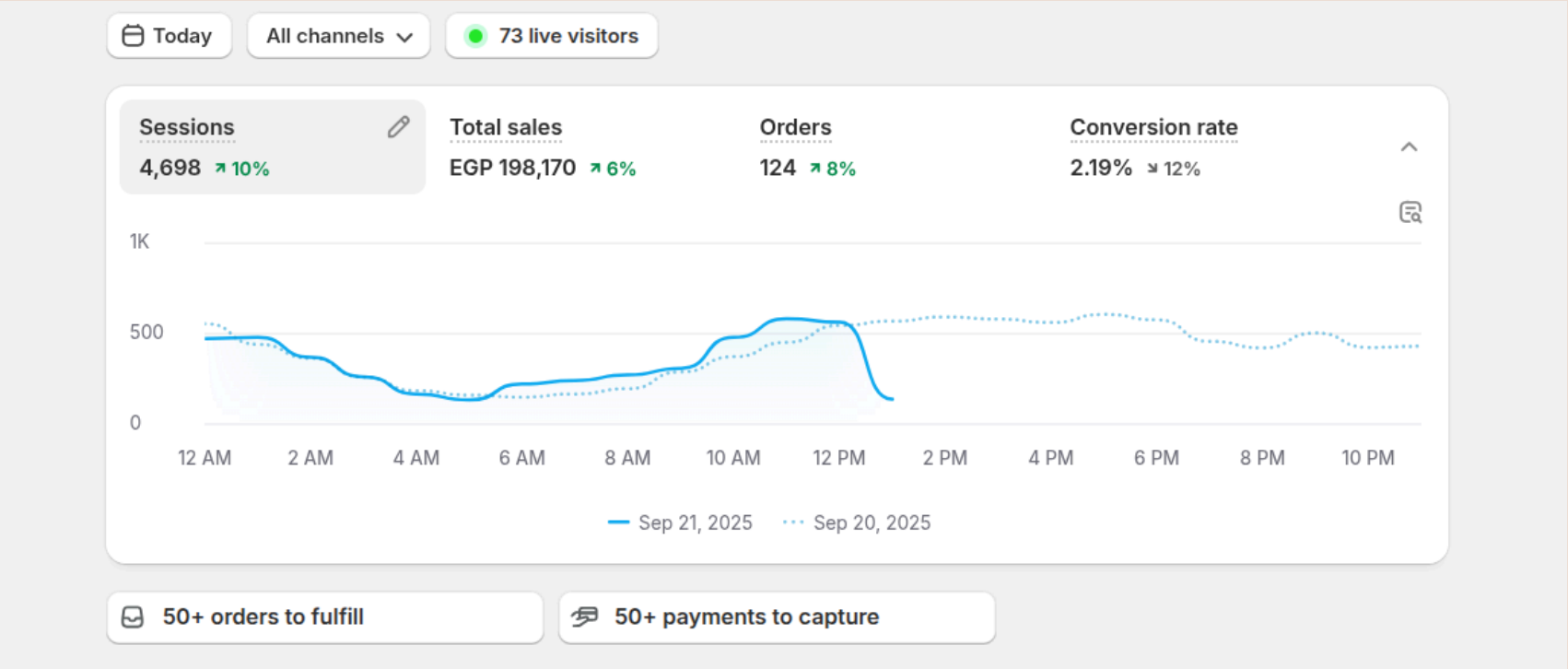
• Content Strategy



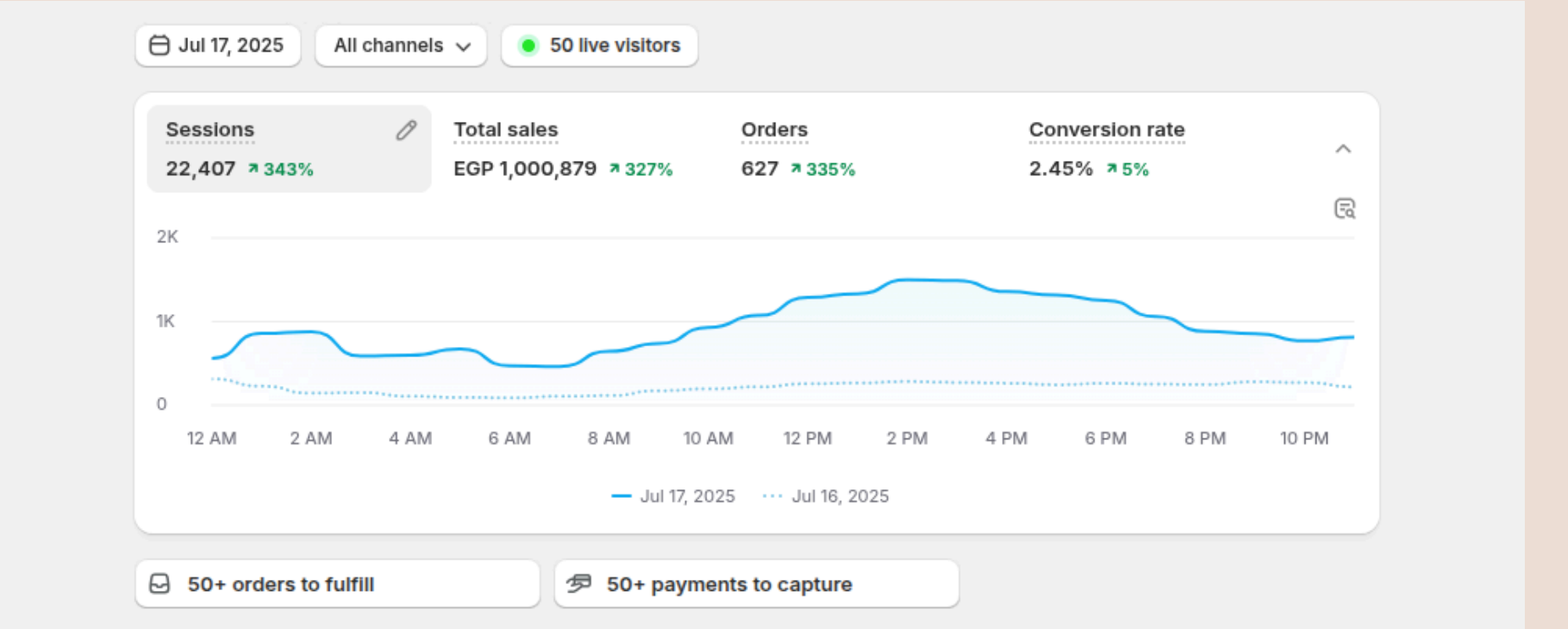
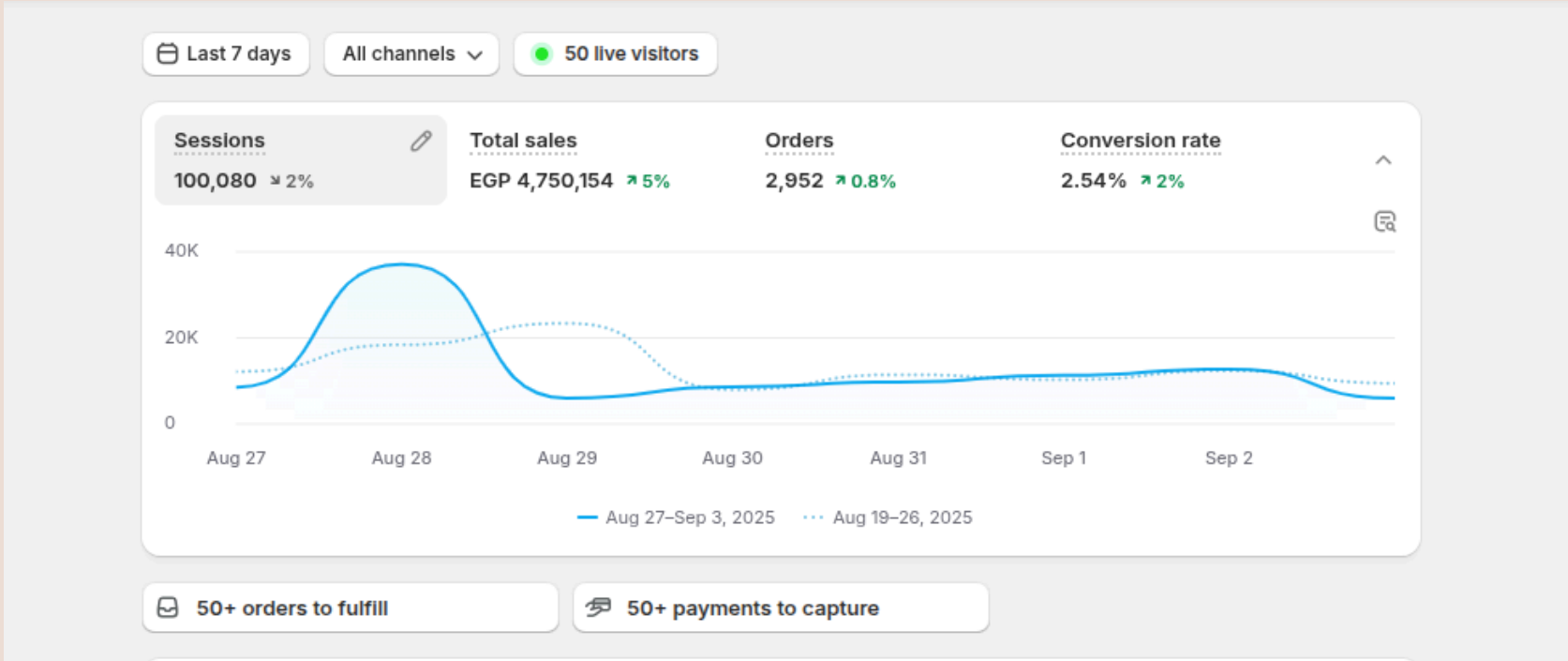
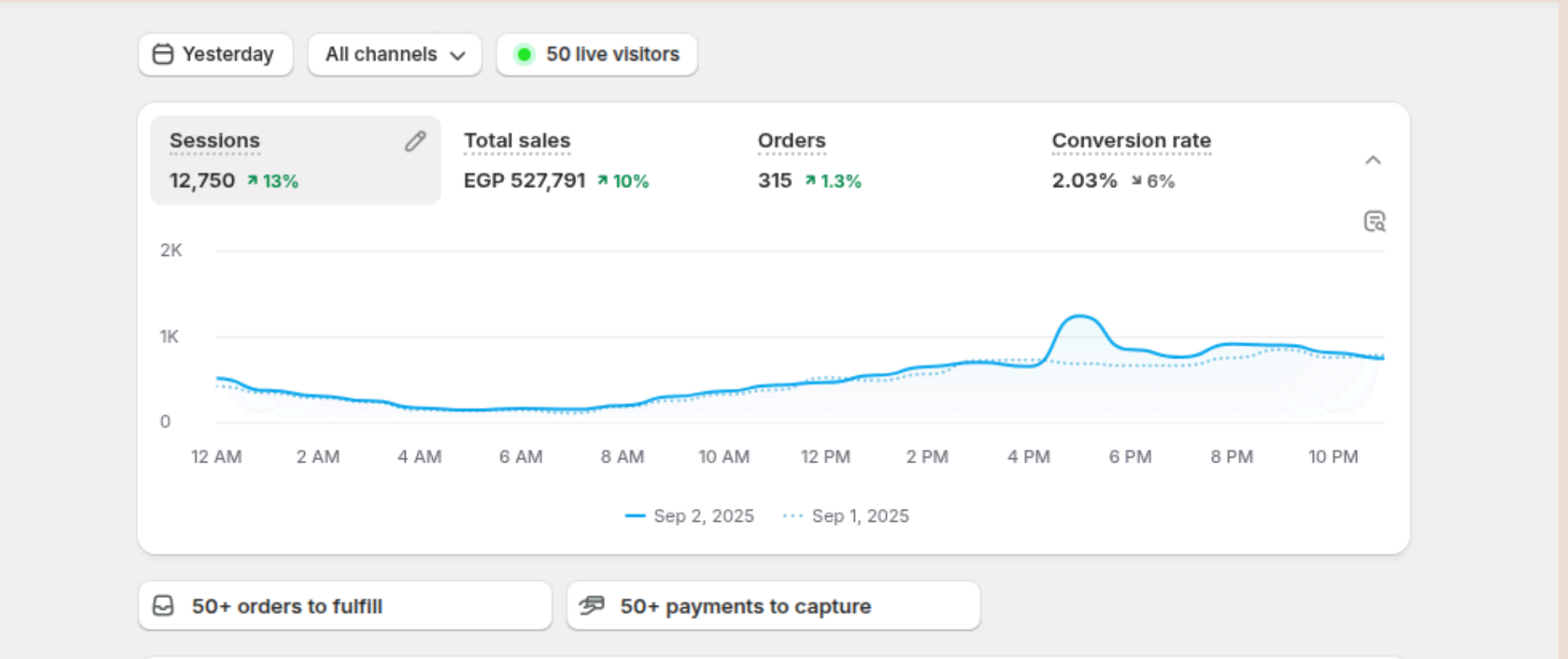
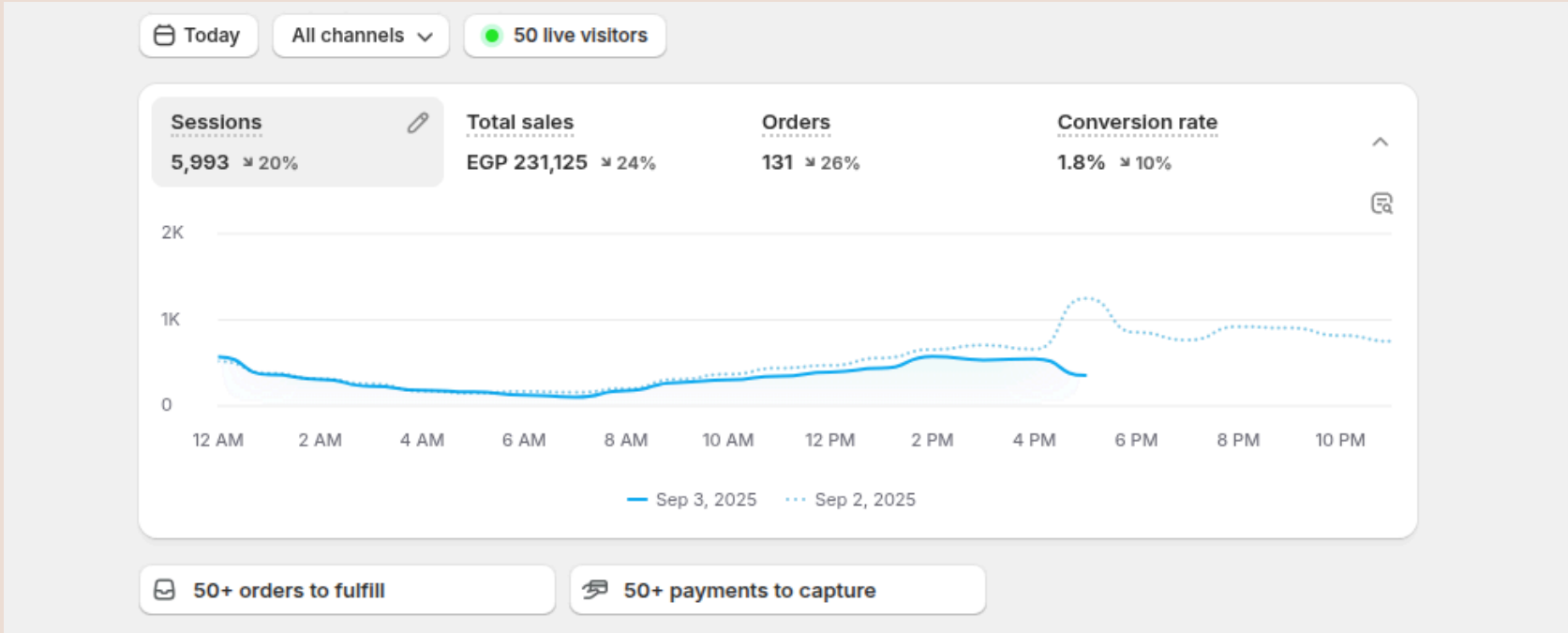
• Set SMART Goals



# RESULTS

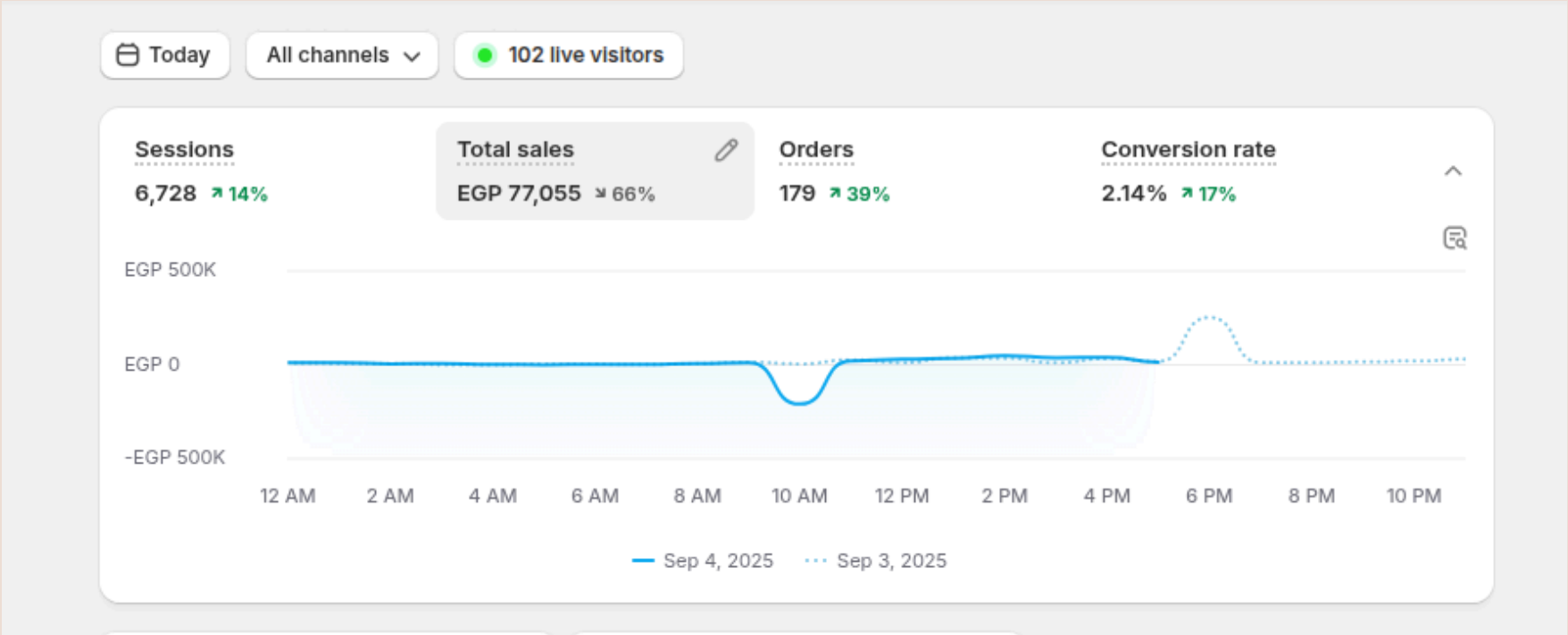
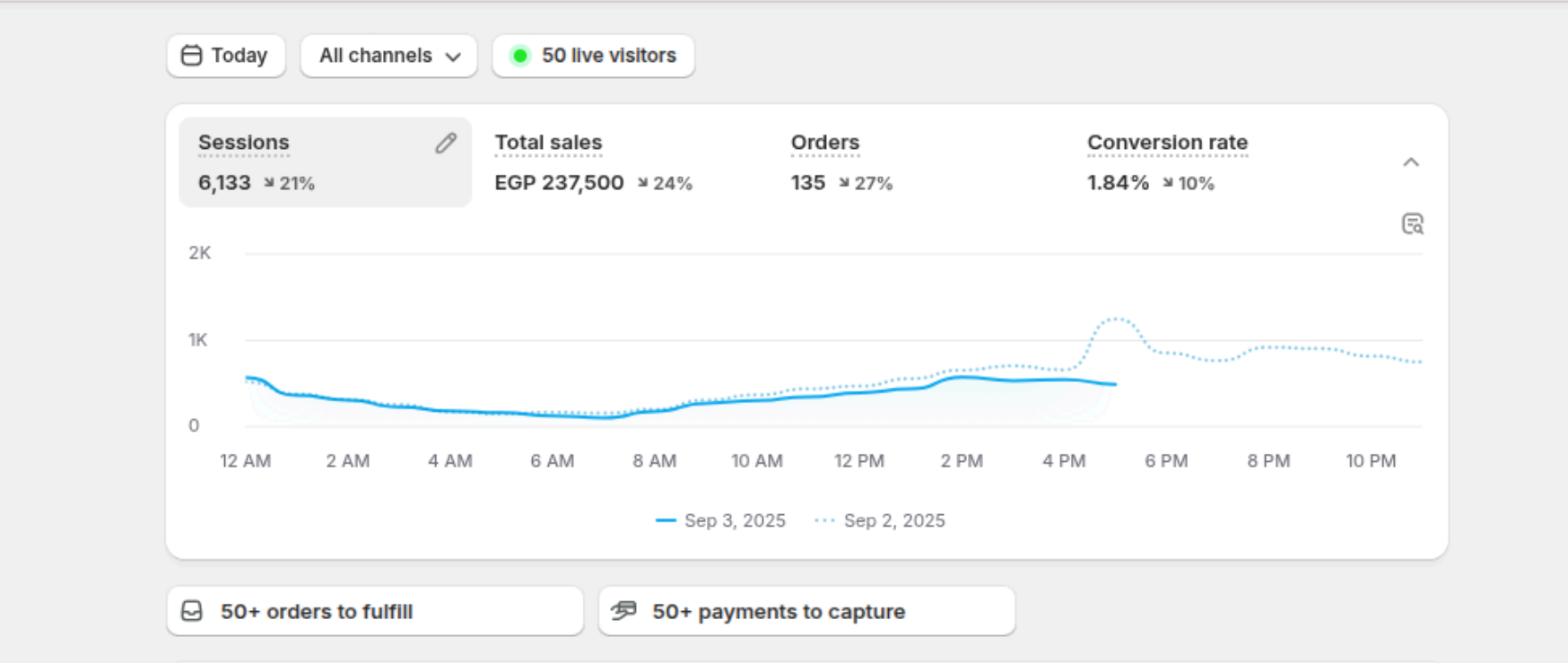
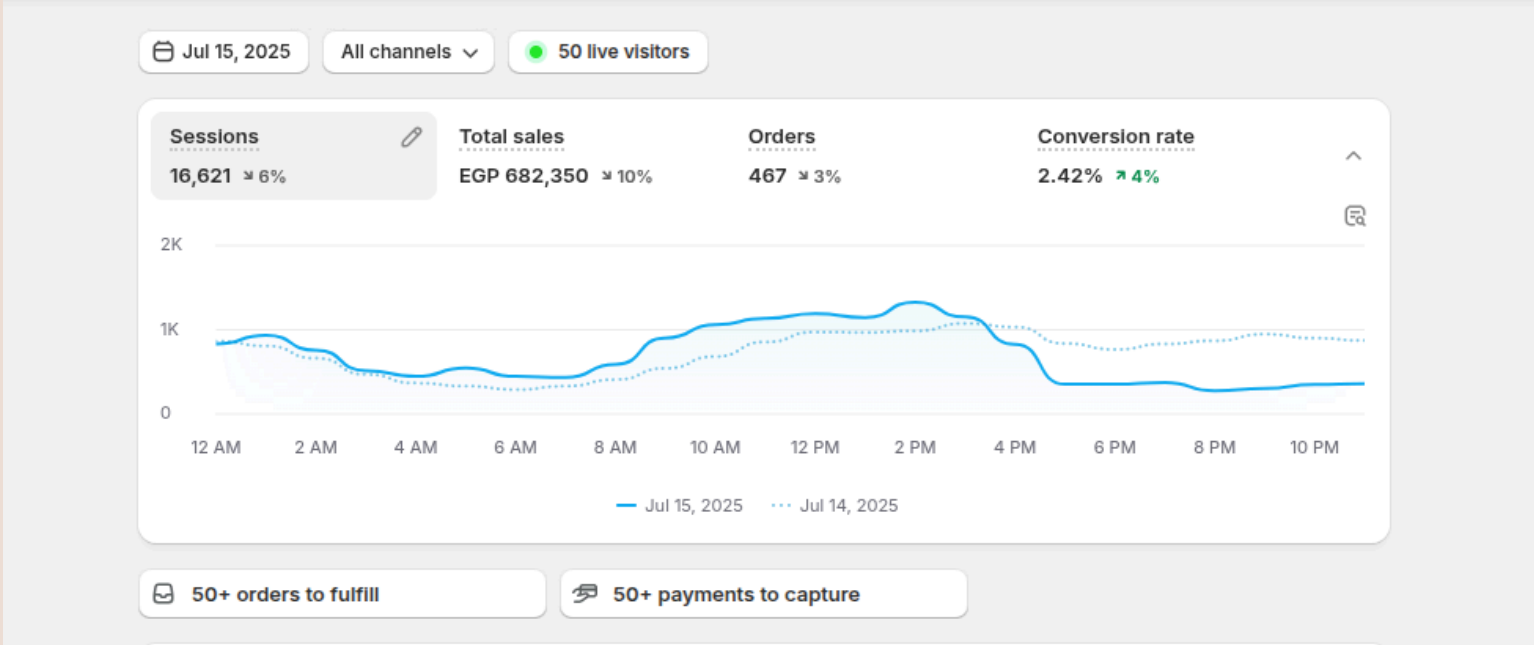
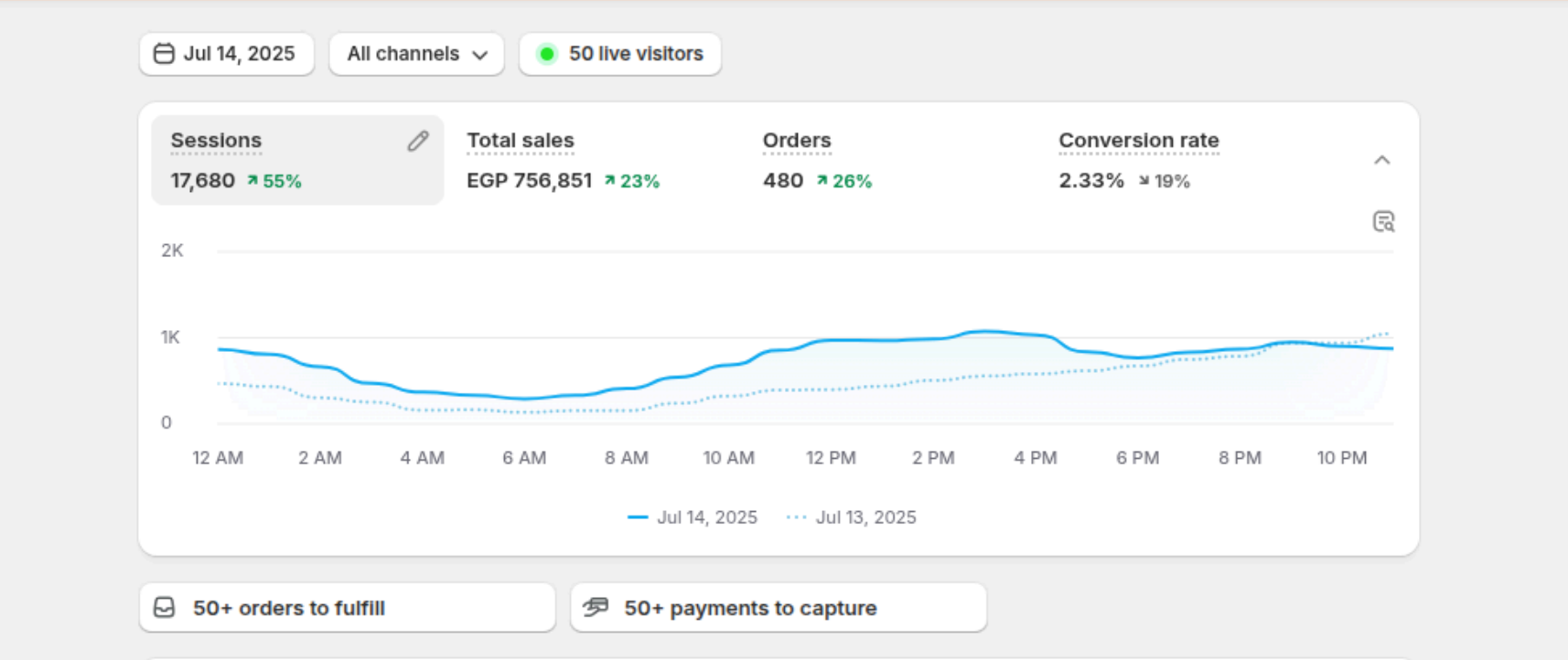


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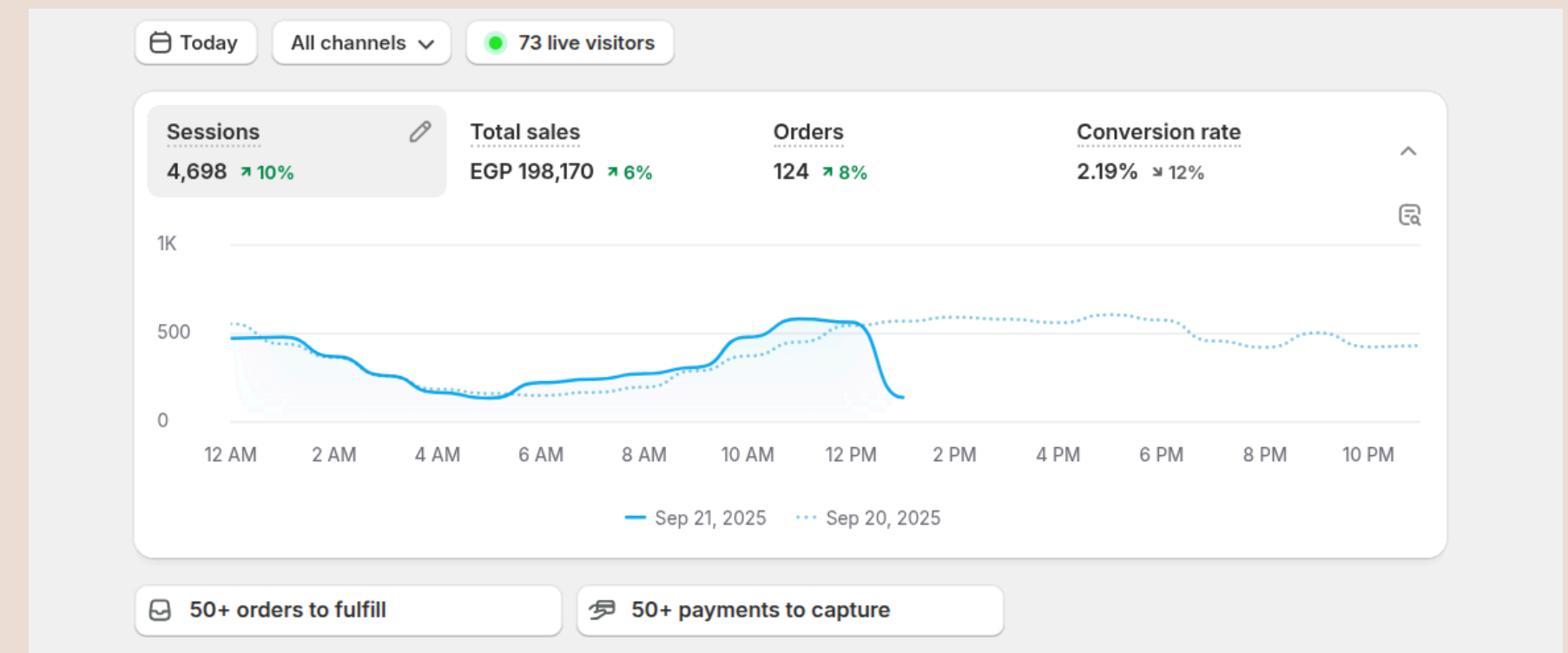
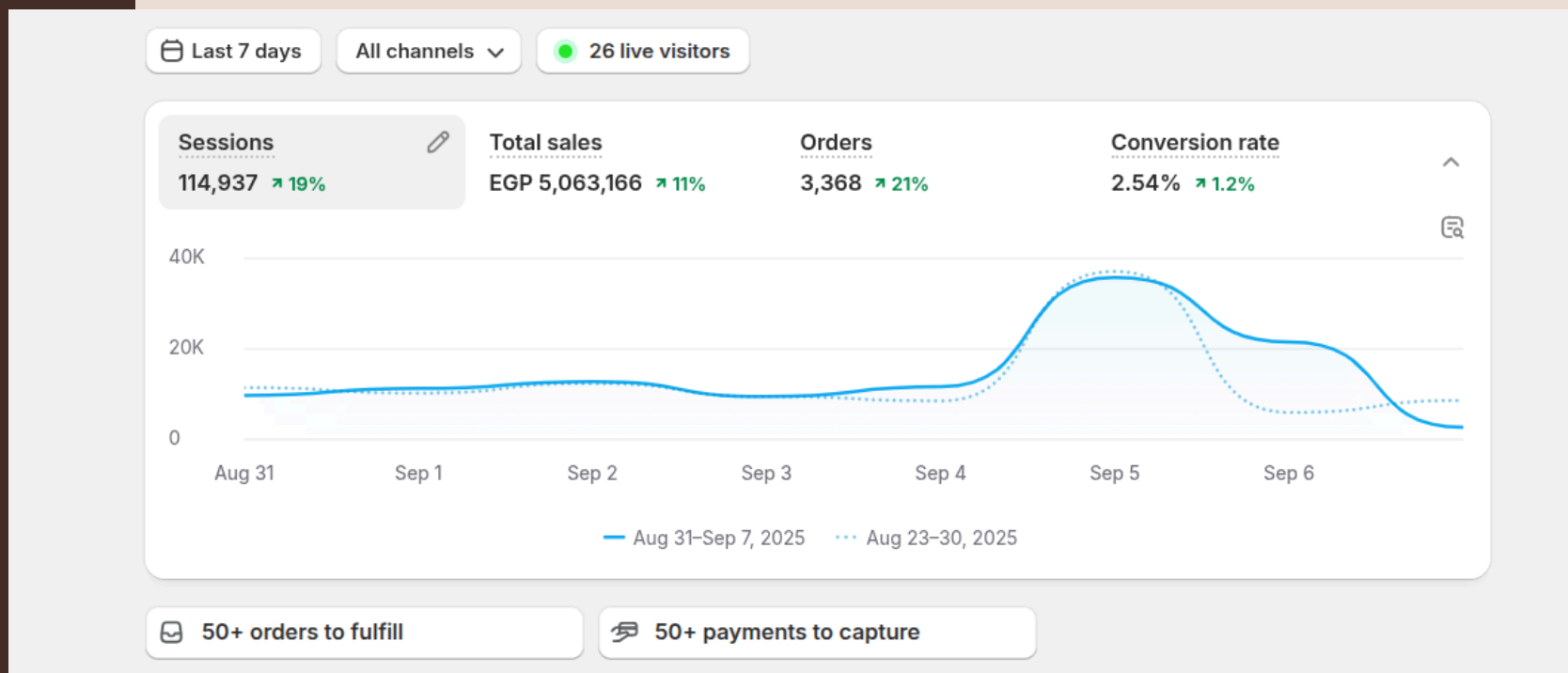
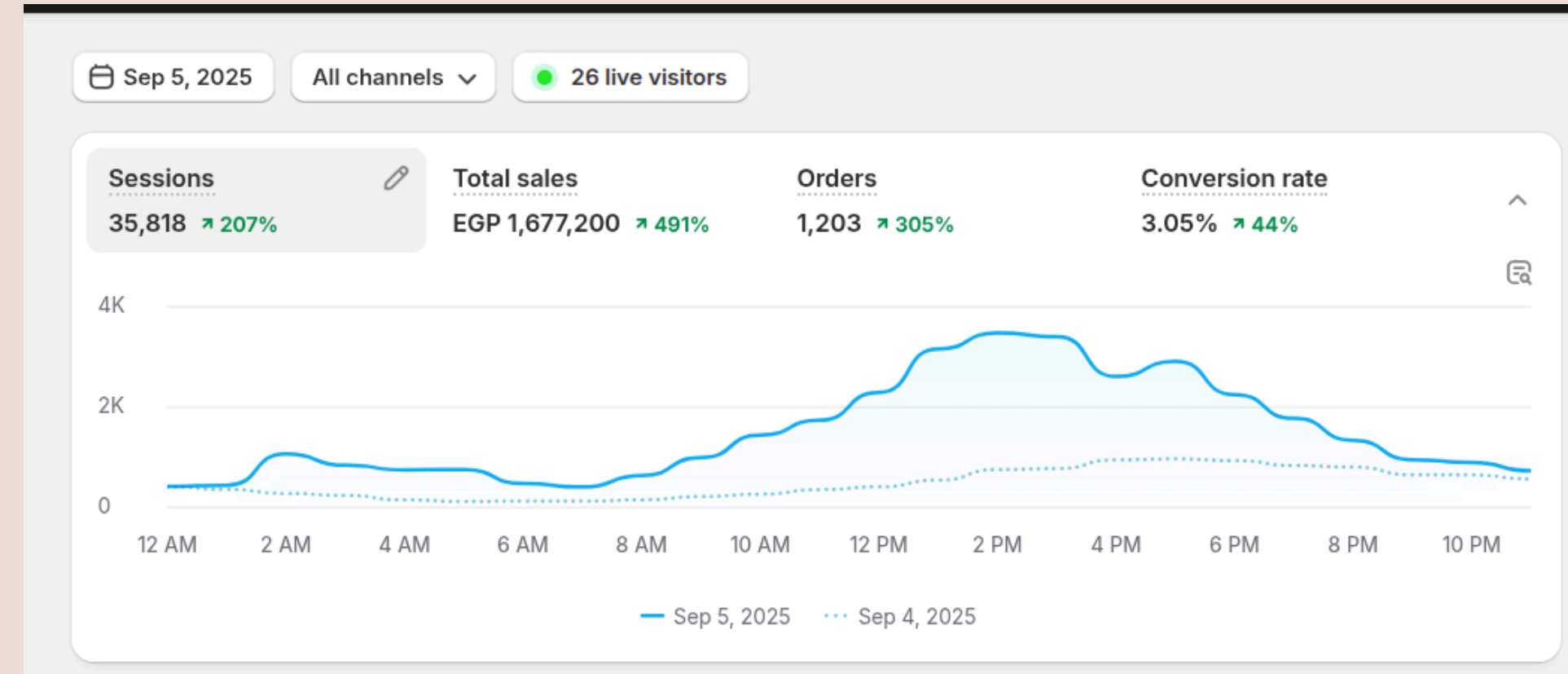
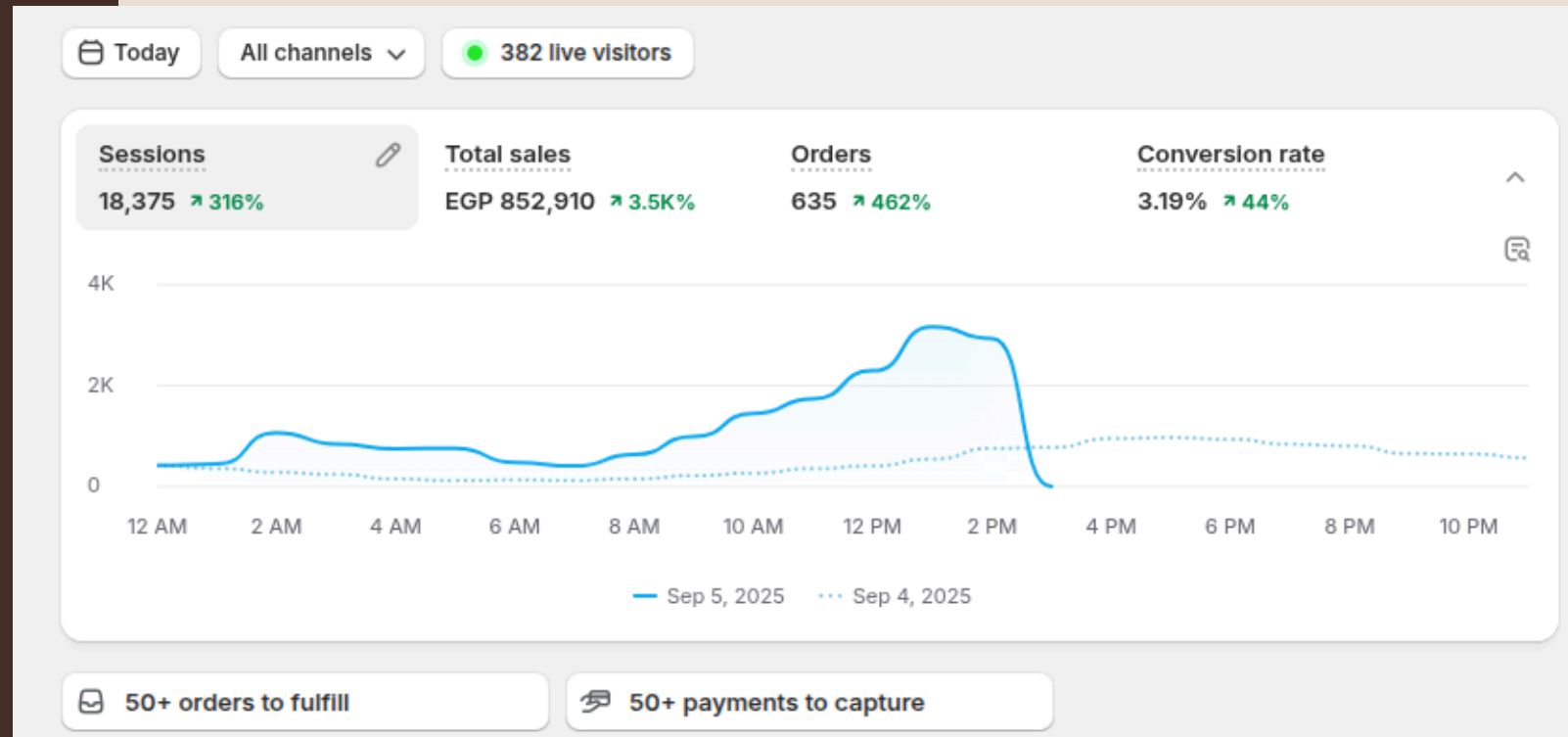


# Results



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# Thank You