

# MOHAMED NABIL EL-SEDEEK

## Media Buyer & Digital Marketing Specialist

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### PROFILE

Aspiring Media Buyer with a strong interest in digital marketing and paid advertising. Eager to learn and grow in a performance-driven environment by applying foundational knowledge in Meta and Google ad platforms, audience targeting, and campaign analysis.

### EDUCATION

#### University

2019 - 2023

faculty of commerce English section  
Business Administration department

### CERTIFICATIONS

- ICDL, Soft Skills, English Language,  
Teamwork Training

### PROFESSIONAL EXPERIENCE

- Entry-Level Media Buyer | Freelance Projects
- Learned how to set up and run Meta Ads campaigns for small businesses
- Practiced creating audiences and basic retargeting using Meta tools
- Followed campaign performance using Meta Insights and Microsoft Clarity
- Gained hands-on experience through mock campaigns and online training
- Marketing Strategy & Media Buying Experience

### LOCATION

- Egypt-Dakahliya -  
Mansoura

### LANGUAGES

- Arabic is my native
- Good command of English  
Language.

### KEY SKILLS

- Google Ads (Basic Knowledge)
- GA4 (Intro Level)
- Microsoft Clarity
- A/B Testing Basics
- Campaign Optimization
- Ad Copywriting & UTM Tracking
- Communication & Research