



AHMED

ABOU EL-FADL DWEDAR

MARKETING & SALES SPECIALIST

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Personal Information:

Date of Birth: May 3, 1989

Marital Status: Married

Nationality: Egyptian

Language

Arabic

English

Professional Experience:

Digital Marketing Specialist | Media Buyer

- Over 12 years of experience in marketing and sales.
- Worked with leading companies in retail sales and business sectors, including STC.
- Specialized in call center operations and telecom customer services.
- Expert in planning and executing paid media campaigns across multiple platforms (Facebook, Instagram, TikTok, Snapchat, Google).
- Managed successful advertising campaigns for various brands across Saudi Arabia and the Gulf region.
- Skilled in campaign optimization and performance analysis to ensure maximum ROI.
- Proficient in digital marketing tools and platforms including Meta Ads and Google Ads.
- Managed social media pages, developed content strategies, and oversaw ad performance.
- Collaborated with sales teams to achieve monthly and quarterly sales targets.
- Experienced in handling e-commerce platforms and executing digital sales campaigns.
- Worked in digital marketing agencies and managed diverse product portfolios in Egypt and Saudi Arabia.

Education:

- Bachelor's Degree in Law – Zagazig University
- Major: Civil Law (Personal Status Law)

Skills:

- Strong negotiation and persuasion skills
- Ability to work under pressure and meet deadlines
- Advanced internet research and digital communication
- Proficient in digital marketing platforms and campaign management
- Proficient in Microsoft Office (Word, Excel, PowerPoint)
- Skilled in writing and creating marketing content
- Valid Saudi driving license