

AMGAD MAGDY

Senior Media Buyer | Digital Marketing Manager

PROFESSIONAL SUMMARY

Results-driven Digital Marketing Manager and Senior Media Buyer with 10+ years of experience managing performance-driven campaigns across Meta, Google, and multi-channel platforms. Proven track record in scaling e-commerce and retail brands, optimizing ROAS, and driving measurable revenue growth. Marketing Manager with expertise in developing integrated marketing campaigns and data-driven strategies that enhance brand visibility and optimize ROI. Skilled in digital advertising, customer segmentation, and cross-functional team leadership to drive sales growth and market positioning. Committed to leveraging analytics and innovative marketing solutions to accelerate business development and customer engagement.

PROFESSIONAL EXPERIENCE

MARKETING MANAGER

Jul 2025 — Mar 2026

Spazi Furniture

Ksa

- Directed cross-functional teams to develop integrated marketing campaigns that increased brand visibility and strengthened market positioning.
- Established data-driven strategies to optimize customer segmentation, improving campaign targeting and enhancing audience engagement.
- Coordinated product launch initiatives with sales and creative teams to ensure consistent messaging and maximize market penetration.
- Prioritized budget allocation across channels to improve marketing ROI and support business growth objectives.
- Aligned marketing communications with compliance standards to maintain brand integrity and reduce regulatory risks.
- Developed and executed targeted digital marketing campaigns that increased Spazi Furniture sales by 50% within the first year while optimizing

MARKETING MANAGER

Jul 2025 — Mar 2026

Spazi Gardens

Ksa

- Directed cross-functional teams to develop integrated marketing campaigns that increased brand visibility and customer engagement across target markets.
- Established data-driven strategies to optimize marketing spend, improving campaign ROI and enhancing budget allocation efficiency.
- Coordinated market research initiatives to identify emerging trends, informing product positioning and competitive differentiation.
- Orchestrated content creation and distribution to strengthen brand messaging and elevate customer experience across digital platforms.
- Aligned marketing objectives with sales goals to accelerate lead generation and streamline the customer acquisition process.
- Developed and executed targeted digital marketing campaigns that increased Spazi Garden sales by 30% within the first year while optimizing customer engagement through data-driven strategies.

- Directed cross-functional teams to develop and execute marketing campaigns that increased brand visibility and customer engagement.
- Established data-driven strategies to optimize digital advertising spend, improving campaign ROI and market competitiveness.
- Prioritized market research initiatives to identify emerging trends, informing strategic planning and positioning decisions.
- Aligned internal stakeholders around marketing objectives to streamline processes and improve team efficiency.
- Defined content marketing frameworks that elevated lead generation quality and supported sales pipeline growth.
- Developed and executed targeted marketing strategies that increased Zahra Furniture's brand visibility and boosted sales revenue by 40% within one year.
- Developed and executed targeted marketing campaigns that increased Zahra Furniture's market share by 10% through data-driven customer segmentation and strategic digital advertising initiatives.
- Developed and executed targeted marketing campaigns that increased Zahra Furniture's market share by 5% and boosted online sales through data-driven digital strategies and brand positioning.
- Developed and executed targeted marketing campaigns that increased Zahra Furniture's market share by 25% through data-driven customer segmentation and strategic digital advertising initiatives.
- Developed and executed targeted digital marketing campaigns that increased zahra Furniture's sales b2b by 20% within the first year while optimizing customer engagement through data-driven strategies.

- - Developed and executed full-funnel marketing strategies
- - Managed ad budgets across Meta & Google
- - Increased online sales and improved ROAS (b2c/b2b)
- - Managed and scaled campaigns for multiple clients
- - Improved CPA and campaign performance

- - Founded and managed digital marketing business
 - - Delivered growth results for multiple brands
 - Founded and scaled a digital marketing business serving 250+ companies across multiple industries, with a focus on performance marketing, lead generation, and revenue growth.
- Working with and serving 250+ clients across a wide range of industries.

- - Supported advertisers in campaign optimization

- - Led sales team and exceeded targets

EDUCATION

TOOLS

Meta Ads Manager, Google Ads, Google Analytics, TikTok Ads, Shopify, snapchat ads, Digital advertising, Campaign management, Client relationship, Lead generation, Social media marketing, Brand development, Data analysis, Market research, ROI analysis, Media planning, Audience targeting, Conversion optimization, Performance optimization.

LANGUAGES

Arabic (*Native*),
English(*A2 - Pre-intermediate*).

LINKS

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