

# Sayed Tarek Zyada

Media Buyer | Digital Marketing Specialist

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Egypt Nabrouh, Mansoura

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Junior Digital Marketer and Media Buyer with hands-on experience in running and optimizing paid campaigns across Facebook, Instagram, TikTok, and Google Ads. Strong interest in modern marketing tools, digital technologies, and continuous learning. Skilled in audience targeting, A/B testing, and performance analysis, with a focus on improving campaign results and supporting business growth through data-driven strategies.

## Education

### Bachelor of Business Information Systems (BIS) at Delta Higher Institute, Mansoura, Egypt

October 2022 - August 2026

Relevant coursework includes Marketing, Data Analysis, and Information Systems. Developing practical skills in digital marketing and campaign management.

## Experience

### Freelance Media Buyer, Egypt (Worked with clients in Saudi Arabia, UAE, and Qatar)

January 2025 - Present

- Managed paid advertising campaigns across Facebook, Instagram, TikTok, and Google Ads
- Targeted and segmented audiences to reach potential customers effectively
- Conducted A/B testing to improve ad creatives and campaign performance
- Analyzed key metrics such as CTR, CPC, and ROAS to optimize campaigns
- Optimized campaigns to improve performance and maximize return on investment (ROI)

## Skills

**Media Buying:** Facebook Ads, Instagram Ads, TikTok Ads, Google Ads

**Campaign Optimization:** A/B Testing, Campaign Structure, Budget Optimization

**Audience Targeting:** Audience Research, Interest Targeting, Custom Audiences

**Performance Analysis:** CTR, CPC, ROAS, Campaign Performance Tracking

**Lead Generation:** Creating and optimizing campaigns to generate leads and customer inquiries

**Soft Skills:** Client Communication, Problem Solving, Continuous Learning

## Projects

### Social Media Ads Campaign – Al-Haramain Stores

Managed Facebook and Instagram ad campaigns focused on increasing reach and engagement. Improved audience targeting and ad creatives to enhance campaign performance.

### Google Ads Campaigns – Cleaning Services

Created and optimized Google Ads campaigns for local service businesses. Built simple landing pages using Google Sites to support lead generation.

### TikTok Lead Generation Campaigns

Launched TikTok campaigns focused on direct messaging and customer acquisition. Tested different creatives and audiences to improve results.

## Languages

**Arabic** - Native

**English** - Conversational