

IBRAHIM SOLIMAN

Senior Media Buyer | Performance Marketer

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Client reviews: mostaqi.com/u/IbrahimSoly/reviews

Professional Summary

Senior Media Buyer and Performance Marketer with 4 years of experience in paid social advertising, specializing in e-commerce brands across MENA, the USA, the UK and Europe. Experience with Meta Ads, TikTok Ads, Snapchat Ads and LinkedIn Ads, including conversion campaigns, lead generation and messaging campaigns. Combines ad creative strategy, campaign optimization and marketing research with an MBA specializing in Marketing. Progressed from Media Buyer to Team Leader.

Core Skills

- Paid media buying, paid social advertising and performance marketing.
- B2B 3 years of experience
- E-commerce advertising, customer acquisition and conversion campaigns.
- Lead generation, ad creative strategy and campaign optimization.
- Return on ad spend (ROAS), cost per purchase and cost per order.
- Marketing research and team leadership.
- Advertising platforms: Meta Ads, TikTok Ads, Snapchat Ads ,LinkedIn Ads and google ads

Professional Experience

Financial Gym

- Marketing Lead | 2025-2026

Mass Revenue Agency

- Senior Media Buyer | 2024-2025

30YRS Agency

- Team Leader - June 2024
- Senior Media Buyer - March 2023
- Media Buyer - joined June 2022

Youmeda App

- Social Media Specialist and Media Buyer | March 2022

Big Move Agency

- Community Manager and Media Buyer | March 2022
- Content Creator | 2021-2022
- Moderator | 2020-2021

Freelance Media Buyer

- Delivered Facebook conversion, lead generation and messaging campaigns for e-commerce, real estate, tourism and building equipment clients.
- Ran Facebook and LinkedIn Ads targeting companies in the UAE and Saudi Arabia for B2B leads and partnerships.

Selected Campaign Performance

- August 2026 dashboard: 1,408 purchases, \$80,076.19 in purchase conversion value, 8.31x purchase ROAS and \$6.85 cost per purchase.
- July 2026 dashboard: 266 purchases, SAR 176,586.35 in purchase conversion value, 4.95x purchase ROAS and SAR 134.00 cost per purchase.

Selected Client Projects

BlooM | Fashion E-commerce | Egypt | 6-month project

- Generated EGP 3 million in sales on EGP 250,000 in ad spend.
- Managed Facebook conversion campaigns focused on increasing orders, lowering cost per order and improving ROAS.

DR Rose | Cosmetics | Egypt | 4-month project

- Generated EGP 2 million in sales on EGP 120,000 in ad spend.
- Ran Facebook conversion campaigns to acquire customers and increase orders while controlling acquisition costs.

Al Forsah | Building Equipment | Saudi Arabia | 6-month project

- Generated SAR 600,000 in sales on SAR 40,000 in ad spend, achieving 15x ROAS.
- Managed Facebook messaging campaigns focused on product orders and cost per order.

Arrivo Travel | Travel and Tourism | Türkiye | 3-month project

- Generated USD 80,000 in sales on USD 6,000 in ad spend.
- Ran Facebook lead generation and messaging campaigns to attract qualified enquiries and service bookings.

FMC | Medical Clinic Real Estate | Egypt | 5-month project

- Generated EGP 5 million in sales on EGP 30,000 in ad spend.
- Managed Facebook lead generation and messaging campaigns targeting prospective property buyers.
- Additional projects: Sawah Real Estate Marketing Agency, Dubai (6 months).
- Additional projects: Learn Khana, corporate training in the UAE and Saudi Arabia (6 months).
- Additional projects: Perfectly Coded, web development in Egypt (5 months).

Education

Master of Business Administration (MBA), Marketing

- Arab Academy for Science, Technology & Maritime Transport (AASTMT)

Business Management | 2016-2020

- Helwan University

Certifications

- Google Digital Marketing Certificate | 2022
- Google Display Ads Certificate | 2022
- Google Search Ads Certificate | 2022

Additional Experience

- Medical and pharmacy field | 2016-2020: Four years of sector experience.
- Industries: E-commerce, fashion, accessories, cosmetics, vitamins, home improvement, interiors, food and beverage, clinics, digital products, courses, coaching, tourism and real estate.

Languages

Arabic: Native | English: Very good