

Mohab Beshier

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PORTFOLIO: CLICK HERE

ABOUT MYSELF

Performance Marketing Leader with 6+ years managing high-budget campaigns across **Meta, Google, TikTok, and Snapchat.**

Experienced in scaling **multi-account** advertising operations, **leading** teams, and driving measurable revenue **growth** across multiple **industries**.

Focused on **ROAS**, lead **quality**, and building scalable acquisition systems across **U.S., Canadian, and GCC markets.**

WORK EXPERIENCE

AXIS Marketing Agency

City: Riyadh, Cairo and Kuwait City

[2022 - Current]

Head of Marketing

• Planned campaign strategy **online and offline** for the agency and its clients.

• Set marketing goals and directed content across **Riyadh, Cairo and Kuwait City**.

• Built the agency's own tools: **reporting automation**, a **lead pipeline** and the agency website.

Akira Marketing Agency

City: Al Sheikh Zayed | **Country:** Egypt

[01/08/2025 - 30/09/2026]

Team leader Media Buyer

• Managed **15** client ad accounts directly and led a media team handling **10** additional accounts.

• Planned and scaled paid campaigns across **Meta and Google** focusing on ROAS, ROI, and cost efficiency.

• Worked closely with the sales team to improve lead quality and conversion, contributing to **120%** company sales growth.

• Maintained **85%+ client success** and renewal rate through consistent campaign performance.

• Monitored campaign performance, scaled profitable campaigns, and controlled CPA across **multiple accounts**.

Be Group Advertising Agency

City: Cairo | **Country:** Egypt

[01/08/2024 - 01/09/2025]

Senior Performance media buyer

• Managed paid advertising campaigns across **Meta, TikTok, and Snapchat** for **25+ clients** simultaneously.

• Planned and executed **70+ campaigns** monthly with approximately **4M EGP** ad spend.

• Focused on performance optimization to improve ROAS and reduce CPA across **multiple industries**.

• Maintained **95%+ client renewal** rate driven by consistent results and client satisfaction.

• Analyzed campaign data and scaled profitable campaigns while restructuring underperforming ones.

True North Agency

Country: Egypt

[01/11/2024 - 01/12/2025] **Media Buyer**

• Managed media buying for client accounts such as **Static** and **Skinny Delights**.

• Ran in parallel with Be Group.

• Achieved **100% renewal** of media-buying contracts for the whole period.

Sphinx Real Estate

City: Al Sheikh Zayed | **Country:** Egypt

[01/01/2024 - 01/08/2024] **Media Buyer**

• Managed paid **lead generation** campaigns for Hedya Mall real estate project.

• Planned and optimized advertising campaigns to attract **qualified investor leads.**

• Campaign objective was selling **15%** of mall units.

• Contributed to achieving approximately **21%** unit sales within two months.

• Worked closely with the sales team to convert leads into **property sales**.

LinkYou Marketing Agency

City: Toronto | **Country:** Canada

[01/02/2023 - 01/01/2024] **Marketing Specialist (SaaS / App Growth)**

• Managed growth marketing campaigns targeting **U.S., Canadian, and Dubai markets**.

• Executed email marketing campaigns for a database exceeding **100K contacts.**

• Led marketing activities for the company's **mobile application**, increasing downloads by **75%** within 3 months.

• Supported B2B lead generation through LinkedIn and paid campaigns.

• Coordinated marketing efforts with product, design, and sales teams.

Premier Real Estate Investment

Country: Egypt

[01/07/2023 - 01/10/2023] **Marketing Specialist (Part-time)**

• Built the **website** and produced **video content** for the project.

• Ran **social media and Google campaigns** that generated leads and **mall-unit sales**.

AlShamel Medical Co.

Country: Kuwait

[01/07/2022 - 01/02/2023] **Media Buyer**

• Managed paid advertising campaigns for **three companies** across multiple markets.

• Handled advertising budgets reaching **$900K** within 3 months.

• Focused on lead generation and **sales campaigns** across digital platforms.

• Optimized campaigns to improve conversion rates and reduce customer acquisition cost.

• Supported cross-market targeting strategies across GCC and **international audiences**.

Health Well Pharmaceutical

Country: Egypt

[01/03/2021 - 01/02/2022] **Marketing Specialist**

• Digital marketing and **performance analysis**.

• Built the visual identity for **three production lines**.

Clients across the Middle East & Gulf

Region: Middle East & Gulf

[2019 - 2023] **Marketing Consultant (Part-time)**

• Social media, SEO, PPC and content for **e-commerce** and local businesses.

High Tower Real Estate

City: New Cairo | **Country:** Egypt

[2021 - 2022] **Real Estate Broker (Part-time)**

• Real estate sales with **social media ads** and a **CRM**.

• **50+** cold calls in a day; **two deals** closed.

Abdelqader, Yasser Hefny and Al-Fouad Pharmacies

City: Mansoura and Cairo | **Country:** Egypt

[2018 - 2022] **Pharmacist**

• Community pharmacies: prescriptions, OTC sales and running the counter as **shift manager**.

• Customers up about **30%** and sales up to **75%**; supply contracts with **petroleum and electricity** companies, target hit **every month**.

• Sales through stories, follow-up and customer loyalty: team target beaten by more than **150%**.

Esbtalia Health Care and Medical Devices

City: Al Sharqia | **Country:** Egypt

[2020] **Medical Representative**

• Met clients to **negotiate terms and prices** on sales agreements, and hit target.

Food and beverage business

Country: Egypt

[2014 - 2016] **Founder**

• My first business, started at **17** and run for **two years**.

• Learned pricing, suppliers, cash flow and what brings a customer back.

SELECTED PROJECTS

Homzo, home furniture (Cairo)

About **28M EGP** in sales on about **2M EGP** of ad spend: **14x** the spend, from before the showroom opened.

Al Omraa, footwear (Egypt)

Monthly online sales from **40K** to **700K EGP**; a Libya test returned **$1,500 to $2,000** a month on **$100** of ads.

Travitell Egypt, travel

Ad spend grew from **$1K a month** to **$1K to $1.5K a day** over about 3 years, because the sales kept coming.

EDUCATION & TRAINING

[01/10/2015 - 01/01/2021] **Bachelor of Pharmacy (B.Pharm)**

Sinai University

Country: Egypt | **Field(s) of study:** Pharmaceutical manufacturing

PROFESSIONAL COURSES

Digital Marketing & Media Buying

Meta Advertising – Performance Marketing

Performance Media Buying

Mind Shift

Snapchat Ads and conversion

Be Group Agency

Digital Marketing Training

Bassem Magdy Courses

Google Ads (Arabic) and Google Ads Advanced

Google Ads conversion certification prep

Google Tag Manager

Essentials and auto-event tracking

MindShift SMMA

Product testing, reading data, scaling

Laser Targeting

Ahmed Sobhy

Drop Shipping

Alkaseba

ADDITIONAL STUDIES

EVA Pharma training sessions and webinars

For pharmacy students

Introduction to COVID-19: Detection, Prevention, Response and Control

World Health Organization

Vital Signs: Understanding What the Body Is Telling Us

University of Pennsylvania (Coursera)

Successful Negotiation: Essential Strategies and Skills

University of Michigan (Coursera)

Effective Problem Solving and Decision Making

University of California, Irvine (Coursera)

Marketing Analytics

University of Virginia (Udacity)

PUBLICATIONS

Safety and Efficacy of Dietary Supplements in Treatment of Osteoarthritis

ResearchGate, July 2020

Antibiotic Resistance in Bacteria

ResearchGate, July 2020

SKILLS

Media Buying (Meta, Google, TikTok, Snapchat) | Performance Marketing | Campaign Scaling & Budget Management | ROAS / ROI Optimization | Lead Generation & Sales Funnels | Marketing Analytics & Data Analysis | A/B Testing & Creative Optimization | Email Marketing | App Growth & User Acquisition | B2B Marketing & LinkedIn Lead Generation | Team Leadership & Account Management | WordPress, Wix, Canva | SEO