MOHAMED ELBANA

Performance Marketer | Meta Ads Media Buyer | Saudi & Egypt click-to-WhatsApp campaigns | Arabic & English direct-response copy

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SUMMARY

Performance marketer and Meta Ads media buyer. I ran a click-to-WhatsApp Meta campaign targeting Saudi Arabia for Ofook, an Egyptian company (about 35,000 EGP spend), from Ads Manager setup and targeting through daily optimization, bringing in 83 sales conversations. I also reviewed the client's website and competitors, recommended fixes including a sales letter, and built inbox automation and sentiment analysis to find the best-selling angles. Meta Certified Digital Marketing Associate; DiGiLiANS Professional Diploma in Digital Marketing (2026). I write direct-response hooks in Arabic and English. Before marketing I spent close to three years as a lab analyst under GLP, where every number had to be checked and traceable.

EXPERIENCE

Meta Ads Media Buyer — Ofook, click-to-WhatsApp campaign for the Saudi market Oct 2026

Ofook (Egypt) · about 35,000 EGP ad spend

- **Ran a click-to-WhatsApp Meta campaign targeting Saudi Arabia, from setup and targeting in Ads Manager through daily optimization, bringing in 83 sales conversations.**
- Reviewed the client's website and competitors in the niche, then recommended fixes, including a sales letter.
- Built inbox automation and ran sentiment analysis on customer messages to profile buyers (age and other traits) and find the best-selling angles.

MARKETING PROJECTS

XCAR Store — Meta Ads campaign for an automotive-accessories store Sept 2026

Self-run project, Cairo

- Planned, built and ran the campaigns in Meta Ads Manager: audiences, placements and daily checks.
- Wrote 12+ hooks across 4 customer pain points (AI-assisted drafts, my selection and edits) and A/B tested creatives to keep the winners.
- Built review-mining scrapers to collect the words customers actually use, and turned them into ad angles.
- Set up 7 automation rules in Meta Business Suite; response time to customer messages dropped from 2h 57m to under 1 minute.

Analytica — B2B marketing plan for a pharmaceutical testing lab Sept 2026

Diploma project · strategy and pre-launch setup

- Wrote the positioning and benchmarked competitors in the stability-testing market.
- Built a 30-day content and ad calendar aimed at QA and R&D decision-makers.
- Set up Meta Business Manager with the Pixel, and a LinkedIn Campaign Manager account ready for launch.

WORK EXPERIENCE

Lab Analyst — Analytica For Stability Study Aug 2023 – May 2026

Nasr City, Cairo

- Ran HPLC assays for pharmaceutical stability studies under GLP and SOPs, where accuracy and full documentation are mandatory.
- Set up a labeling and storage scheme with a sample log, so samples could be found and traced quickly.
- Built a report template that colleagues adopted for routine reporting.

SKILLS & TOOLS

Hands-on: Meta Ads Manager (click-to-WhatsApp), audience targeting, daily optimization, creative review and A/B testing, competitor research, inbox automation (Meta Business Suite rules), sentiment analysis of customer messages, Meta Pixel setup, campaign reporting, Excel / Google Sheets.

Training: Google Ads, TikTok Ads, LinkedIn Ads, Google Analytics. Google Ads certifications on Skillshop (in progress).

Copy & creative: direct-response hooks and ad copy in Arabic and English, customer research from reviews, audience pain-point mapping.

AI & tools: AI for research and copy drafts, review scrapers, 4 small web apps built with AI under my direction and testing.

EDUCATION & TRAINING

Meta Certified Digital Marketing Associate — Certiport

Digital marketing on Meta technologies (Facebook, Instagram, Messenger)

DiGiLiANS Professional Diploma in Digital Marketing — MCIT & Egyptian Military Academy May – Sept 2026

Full-time, on-site · Digital Egypt Pioneers scholarship · completed

Google Digital Marketing & E-commerce (Coursera) In progress

First 4 courses completed

B.Sc. Agriculture (Horticulture) — Menoufia University 2020

LANGUAGES

Arabic (native) • English (C1) • French (A1)