



Israa Said Abd El- Ghany Fityan

Senior Performance
Media Buyer

Contact

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Skills

Brand Awareness :

Client Communication:

Interpersonal and written comm

Brand Awareness:

Accomplished Senior Performance Media Buyer with a proven track record at Tashweesh Agency, enhancing brand awareness and client ROI through strategic media buying and strong interpersonal communication. Excelled in leveraging market research and creative evaluation to exceed client expectations, achieving significant lead generation milestones with El Morshedy Developments. Skilled in coordinating cross-functional teams and negotiating prime ad placements.

Work History

2023-06 -
Current

Senior Performance Media Buyer

Tashweesh Agency, Saudi Arabia (Remote)

- Coordinated cross-functional teams to ensure seamless execution of integrated marketing campaigns from start to finish.
- Maximized reach within allocated budgets by identifying cost-effective advertising solutions across various media formats.
- Managed multiple projects simultaneously, ensuring timely delivery and meeting client expectations.
- Analyzed campaign performance data, making informed recommendations for future strategies and budget allocation adjustments.
- Conducted comprehensive market research to identify new opportunities and stay ahead of industry trends.
- Increased client ROI by strategically negotiating advertising placements across various platforms.

Senior Performance Media Buyer

Ceas Agency, Egypt & Saudi Arabia (Remote)

2023-06
Current

- Designed and executed specialized e-commerce campaigns, achieving sales exceeding 500,000 SAR.
- Led successful awareness campaigns, reaching over 1 million impressions and enhancing brand visibility.
- Managed strategic real estate campaigns, delivering high-quality leads at a cost of only 20 SAR per lead.
- Coordinated and managed multiple projects, ensuring deadlines were met and client expectations exceeded.
- Conducted comprehensive market research, identifying new opportunities and staying ahead of industry trends.
- Optimized campaign budgets, negotiating cost-effective advertising placements to deliver measurable results.

2023-06
Current

Senior Performance Media Buyer

Abad Training Institute, Saudi Arabia (Remote)

- **Achieved monthly sales exceeding 2 million SAR** for Abad Training Institute in Riyadh, totaling 24 million SAR annually across all platforms.
- **Expanded brand presence and engagement**, increasing followers on Twitter, Instagram, Google, and Snapchat.
- **Designed and managed multi-platform campaigns**, ensuring consistent growth in both sales and audience reach.
- **Optimized digital marketing strategies**, leveraging platform-specific insights to maximize performance and ROI.
- **Monitored and analyzed performance metrics**, ensuring continuous improvement and alignment with business objectives.
- **Enhanced audience interaction**, fostering stronger connections and boosting brand loyalty across social media platforms.

2022-01 -
2023-06

Senior Media Buyer

Panda Agency, United Arab Emirates (Remote)

- Presented comprehensive post-campaign reports to stakeholders, highlighting key metrics and results achieved throughout the engagement.
- Consistently delivered successful campaigns, resulting in increased brand awareness and market share for clients.
- Utilized advanced analytics tools to measure campaign effectiveness and inform future strategy decisions.
- Leveraged extensive knowledge of traditional and digital media channels to identify new opportunities for clients' brands.
- Negotiated added-value opportunities such as sponsorships and promotions on behalf of clients, increasing overall campaign value without additional spend.
- Developed strong relationships with media partners to secure prime ad placements at competitive rates.

2020-06 -
2022-01

Media Buyer

KH Agency, Saudi Arabia (Remote)

- Maximized reach within allocated budgets by identifying cost-effective advertising solutions across various media formats.
- Coordinated cross-functional teams to ensure seamless execution of integrated marketing campaigns from start to finish.
- Managed multiple projects simultaneously, ensuring timely delivery and meeting client expectations.

- Analyzed campaign performance data, making informed recommendations for future strategies and budget allocation adjustments.
- Conducted comprehensive market research to identify new opportunities and stay ahead of industry trends.
- Optimized ad campaigns for enhanced performance through regular monitoring and data analysis.

2020-01 -
2020-06

Senior Media Buyer

Be Group Agency, UAE, Canada, Egypt (Remote)
Oversaw media buying operations and campaign performance.

2019-06 -
2020-01

Media Buyer Real Estate Specialist

El Morshedy Developments, Egypt
Dream Town Development: Generated over 1,000 leads per month.
Master Gold Egypt: Generated over 2,300 leads per month.
Memar El Morshedy Development
SRD Development
Meraas Development: Achieved sales of 16 million in the next month.

2019-01 -
2019-06

Media Buyer

Startup Qatar Agency, Qatar (Remote)
• Managed media buying across various fields.

Education

2020-08

**Faculty of Mass Communication Cairo,
(Journalism Department).**

Certifications

2019-01

• Earned a certification from Google in Skills for Dealing with Google. • Completed Training of Trainers (TOT) at Etjah, in partnership with UNICEF and the Ministry of Youth.

2020-06

• Trained in Facebook & Instagram Advertising at DM Art Academy, Cairo.

2021-01

• Successfully completed training requirements for a Digital Marketing Diploma (Content Writing – Facebook Apps – Google Apps – Facebook Analysis)

at AI Makaan Co-working Space.

- 2021-06
 - Successfully completed training requirements in Search Engine Optimization (SEO - Google Ads - Email Marketing) at Learn in Digital.
- 2022-01
 - Successfully attended an Advanced Facebook Ads course provided by Integrated Marketing Foundation (IMFND).
- 2022-05
 - Successfully attended a Growth Hacking workshop provided by Integrated Marketing Foundation (IMFND).
- 2023-01
 - Successfully completed an Advanced Lead Generation for Real Estate course provided by The Marketing.
- 2023-06
 - Successfully completed an Advanced Business Development course provided by YOUTH Learning.
- 20232
 - Successfully completed "A Marketer's Guide to Appealing to Younger Generations" on LinkedIn Learning. ● Successfully completed an Advanced AI Course: "How to Use AI in Social Media."
- 2024-02
 - Successfully completed an Advanced Google Ads course. ● Successfully completed a Social Media Marketing Strategy course for TikTok and Instagram Reels on LinkedIn Learning.
- 2024-04
 - Successfully attended a Performance Media Buying "E-commerce" course across all platforms.