

# ADHAM ABO BAKR SALAHELDEN

## Social Media Specialist | Performance Marketing | Digital Growth

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Passionate Social Media Specialist who transforms ideas into impactful digital campaigns. Experienced in crafting engaging content, managing ads, and building communities that drive results. Always up to date with trends, algorithms, and insights to deliver measurable growth and creative storytelling across all platforms.

### AREA OF EXPERTISE

- Social Media Strategy
- Community Management
- Copywriting
- N8N Automation
- Content Creation
- Paid Advertising (Meta, TikTok, Google)
- Campaign Optimization
- Email Campaigns
- Analytics & Reporting
- Brand Positioning
- Trend Analysis & Hashtag Research
- Full Marketing Strategy

### KEY ACHIEVEMENTS

- **Engagement Growth.** Increased engagement rate by 65% through optimized content strategy and audience targeting across Meta platforms.
- **Follower Growth.** Achieved 45K new followers within 3 months for a local brand through viral short-form content and trend adaptation.
- **Ad Performance.** Reduced ad cost per result by 40% through continuous A/B testing and campaign optimization.

### PROFESSIONAL EXPERIENCE

#### Social Media Specialist — SAMA Cape Town, South Africa

- Jan 2025 – Present
- Owned the full digital marketing strategy for the brand, from content and performance planning to execution across all social platforms.
- Produced and edited all campaign videos and visual designs, and launched paid campaigns on TikTok Ads, Google Ads, Snapchat Ads, and X (Twitter).
- Managed the website from a marketing perspective, including implementing and maintaining tracking pixels and tags across all platforms.
- Administered the Zoho system (leads, pipelines, automations) to ensure smooth follow-up with prospects and accurate tracking of campaign results.
- Led integrations between all social and ad platforms and Vista Social to centralize publishing, scheduling, and performance insights.

#### Content Development Manager — Nader Sunglasses, Kuwait

Jul 2025 – Present (Freelance / Project)

- Managed the content strategy and visual direction for the brand's digital presence across Meta and TikTok.
- Increased engagement rate by 70% through storytelling-based visuals and influencer collaborations.
- Created multi-language ad copies and scripts tailored for the Gulf audience.

**Social Media Specialist — Media Buyer - أتعلم ببساطة (Remotly)****Jul 2025 – Present**

- Planned and executed Meta Ads and TikTok Ads campaigns with clear conversion objectives.
- Reduced cost per result by 35% through A/B testing and precise audience targeting.
- Developed monthly reports analyzing performance and ROI for multiple clients.

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**Marketing Manager — Ayam Zaman, Kuwait****Jul 2025 – Present**

- Planned and executed Meta Ads and TikTok Ads campaigns with clear conversion objectives.
- Reduced cost per result by 35% through A/B testing and precise audience targeting.
- Developed monthly reports analyzing performance and ROI for multiple clients.

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**Media Buyer — Wolves Store, Egypt****Apr 2025 – Present (Freelance / Project)**

Managed paid ad campaigns driving consistent sales growth on Meta and Tiktok .  
Designed monthly budget plans and optimized daily ad spend performance.

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**Social Media Specialist — Kayanac ERP, Egypt****Jun 2024 – Present**

- Developed complete online presence for the ERP brand across all platforms.
- Produced professional ad copies, product visuals, and B2B marketing videos.
- Achieved 400% growth in reach and doubled website traffic through targeted campaigns.

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**Media Buyer — Groomi Wear, Egypt****Feb 2024 – Present**

- Managed e-commerce advertising campaigns achieving consistent ROAS above 4x.
- Coordinated content creation with influencers and local models for product launches.

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**Social Media Specialist — أكاديمية التفوق****Feb 2024 – Mar 2025 (Full Time)**

- Managed the academy's full digital presence including content planning and ad campaigns.
- Increased lead generation by 60% through video content and paid campaigns.
- Management Website Traffic & insights With Google analytics & Metricool
- Create All Plan & Reports
- Management Content Team & Media Plan Strategy

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**EDUCATION****Bachelor of Mechatronics Engineering - Zagazig University****Aug 2019 - Oct 2025**

University of Engineering at Mechatronics

**MMA Course Full Digital Marketing****May 2024 - Sep 2024**

MMA Academy in Alexandria , Egypt

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**ADDITIONAL INFORMATION**

- **Languages:** Arabic , English
- **Certifications:** Bachelor of Mechatronics , MMA Academy

## **SKILLS**

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- **Microsoft Office 365**
- **Media Buyer ( Meta , Tiktok , Snapchat , Linked in , Google Ads )**
- **N8N Automation**
- **CapCut**
- **Canva**
- **Google ( Analytics , Ads , Keywords , Sheets , Documents , etc )**
- **Google Tag Manager**
- **Notion**
- **Adobe ( Premiere , PhotoShop , After Effect )**
- **Wordpress**
- **Shopify**
- **Framer**
- **VistaSocial**
- **Metricool**
- **Zoho ( Social , Campaigns , CRM , Sales iq )**
- **Ai Tools ( Higgsfield , Google ai Studio , Perplexity , Claude , Etc )**