

Esraa Helal, Senior Performance Media Buyer

Downtown Cairo, Egypt,
+201007941287, esraahelal444@gmail.com
<https://www.linkedin.com/in/esraa-helal/>
Portfolio: <https://esraahelal.com/>

PROFILE

With 9 years experience, I've moved past just "running ads" to building full-scale growth engines that have driven millions in sales across Egypt and the GCC. I focus on the high-level strategy—leading teams, deep A/B testing, and media planning—to make sure every campaign isn't just spending, but actually delivering a massive return. I love the challenge of taking a complex business goal and turning it into a clear, profitable reality through data and smart leadership.

EXPERIENCES

FULL TIME JOBS

March 2026	Senior Performance Marketing, Helium Ai KSA Agency	KSA, Remotely
	Digital & Performance Marketing Agency working with Ai tools on Saudi Market to promote B2B & B2C companies.	
	<ul style="list-style-type: none">Lead Generation & ABM: Scaled B2B lead generation via platforms like (Google - Meta & LinkedIn), increasing qualified sales pipeline by 40% and optimizing enterprise-level MQL-to-SQL conversion rates.Data-Driven Personalization: Directed multi-channel personalization strategies using GTM and server-side tracking, ensuring 100% attribution accuracy and enhancing ROAS across MENA markets.Budget & Market Growth: Managed ads budgets, delivering a 4.5x ROAS through technical media buying and optimization.Marketing Operations: Building CRM integrations with platforms for community management and automated leads funnels, working on increasing customer lifetime value.	
Nov 2024 - Feb 2026	Performance Marketing Manager, Hala Kommerce	Maadi, Cairo
	It's a Logistic company that has warehouses in (Saudi Arabia - UAE - Qatar - Oman - Kuwait - Bahrain).	
	<ul style="list-style-type: none">Develop and Execute Performance Marketing Strategy, set and manage performance KPIs with the marketing team to ensure maximum ROI and business growth.Campaign Management and Optimization, continuously monitor and optimize campaigns to improve conversion rates, reduce acquisition costs, and increase ROAS.A/B test ad creatives, copy, targeting, and bidding strategies to enhance performance.Budget Management and data Analysis and Reporting.	
Apr 2024 - Nov 2024	Performance Marketing Manager, Skyfi Agency	Sheraton, Cairo
	Marketing Agency in Egypt working on different fields (Doctors - Medical products - e-commerce).	
	<ul style="list-style-type: none">Analyzed and interpreted data from marketing campaigns to inform strategy and optimize performanceTeam Leadership and Development: Trained, guided, and managed a team of media buyers, fostering a results-driven and innovative working environment.Direct content creators, videographers, video editors, moderators, and sales teams are all involved in A/B testing strategies to reach the client's sales goal and maximize ROI.Report all the results and enhance them to scale with the budgets to millions.	
Dec 2022 - Sep 2024	Senior Performance Media Buyer, Winleads	Maadi, Cairo
	Winleads an e-commerce agency working in the MENA Region . Worked from Dec 2022 to November 2023 (Part Time), From Nov 2023 to Aug 2024 (Full Time)	
	<ul style="list-style-type: none">Strategized and Budgeted management across platforms (Meta, Snapchat, TikTok) tailored to the e-commerce product system (Mosaweq.com) to maximize monthly target of sales.Optimized Ad Performance: Analyzed data and applied A/B testing to maximize ROI and enhance CRO.Working with content creators and Video editors to build landing pages and generate Drop-shipping videos with the best Hooks to convince users to buy our products.	

Sep 2022 - Sep 2024

Growth & Performance Team Leader, Evaaz Saudi Courses & Products learning

Maadi, Cairo

Is a **Saudi company** that works on children's learning courses and products to improve Saudi Arabian's quality of life. From Sept 2022 to Nov 2023 (Full Time), after that working as a **Consultant**.

- Creating and executing a strong performance marketing strategy & execution plan
- Managing budgets and campaigns across digital channels (TikTok - Snapchat - Instagram) to drive strong return on investment.
- Optimization for key traffic KPIs via paid, organic & own media channels.
- Generate creative ideas that could fit with our Saudi Arabian target audience to increase our sales and work closely with the operation to share funnel conversion improvement ideas, feedback & present results.

May 2020 - May 2022

Digital Marketing Specialist (Media Buyer), We.Refresh

New Cairo

- Develop, implement, and manage social media campaigns for brands in Egypt (Lavazza Italian Coffee, NAF - The Coffee Roasters, Nafee Coffee Giesen Egypt, Ditting Egypt, La Marzocco Egypt, Mahlkönig Egypt).
- Plan, create, publish, and share new content to increase brand awareness and encourage community members to engage with the brand.
- Working cross-departmentally to align campaign strategies and goals across the organization.
- Develop media plans and budgets that best fit our needs.
- Follow our objectives and measure the KPIs to reach the maximum ROI.

Mar 2019 - Mar 2020

Digital Marketing Specialist, B2B App Developers (UK)

Mokkatom, Cairo

- Create SM Strategies containing (Methods to use - Current Situation - SM Platforms - Buyer Persona - List Competitors - SM Timeline).
- Maintain and manage all social media channels
- Creative Ideas campaigns to Market our Services (AR - VR - Hologram - 360 Camera - Digital Marketing Services).
- Coordinate with the team (Content creator - Graphic designer - Motion Graphic) to follow our clients' objectives.
- Manage media buying campaigns across (Facebook - Instagram).

Jan 2017 - Feb 2019

Social Media Specialist, Original Brand

Heliopolis, Cairo

- Provide friendly, personal, and efficient customer support via social media to gain a consumer's loyalty.
- Accurately document customer feedback for further analysis.
- Stay up to date on products changes in order to understand member pain points and help them troubleshoot their concerns.
- Apply a content policy to digital content and execute handling procedures with consistency.

Skills

- Strategy and Management
- Analytics tools (Google Analytics - GTM - Yandex - Microsoft.Clarity - Hotjar - Smartlook)
- Build landing pages and optimizing it on (Elementor (Wordpress) - Shopify - Dropify - Lightfunnel - Youcan - Easyorder)
- Digital Sales and Branding
- Public Relations Skills
- Creative, self-motivated and Development skills

EDUCATION

Graduated from Faculty of Business ASU, Business Administration Department, 2020.

Sep 2016 Aug 2020

Grade: Good

LANGUAGES

Arabic

Native speaker

English

Highly proficient

PART-TIME & FREELANCING JOBS

Jun 2022 - Dec 2022

Media Buyer at Nour Auto

- Create a buyer persona for German car owners.
- Manage social media ads on (Facebook - Instagram).
- Responsible for the performance of the ads and increasing offline traffic & Original Auto Parts sales.

Apr 2022 - Dec 2022

Media Buyer at Mindvally

- Create a buyer persona for the coding and developing courses for kids.
- Manage social media ads on (Facebook - Instagram).
- Responsible for the performance of the ads and increased leads & sales.

Mar 2022 - Mar 2023

Social Media Manager at Sehhy

- Manage Campaign ideas, and use trendy topics In health and wealth awareness.
- Coordinate with the team to achieve the objectives.
- Create sponsor ads for doctors and pharmacy companies on social media.

Mar 2021 - Sep 2021

Social Media Specialist & Media Buyer at Roots Earth Kitchen

- Develop, implement, and manage our social media platforms (Facebook - Instagram).
- Plan, create, publish, and share new content (including original text, images, video, and code) daily that builds meaningful customer connections, increases brand awareness and encourages community members to engage with the brand.
- Collaborate with sales and marketing teams to develop social media campaigns.
- Launching ad campaigns, capture and analyze the appropriate social data/metrics, insights, and social media best practices to measure the success of every social media campaign, then use that information to refine future campaigns.
- Covering offline events and launching its campaigns with an online presentation.

Apr 2021 - Jun 2021

Social Media Specialist & Media Buyer at Homemakers Egypt

- Develop, implement, and manage our social media platforms (Facebook - Instagram).
- Create a buyer persona for Furniture lovers.
- Responsible for the ads' performance and increased sales.

May 2020 - Aug 2020

Social Media Specialist at Emerald Bio-Care

- Develop, implement, and manage our social media platforms (Facebook - Instagram).
- Plan, create, publish, and share new content
- Launching ads campaigns, capture and analyze the appropriate social data/metrics, insights

Feb 2016 - Jan 2017

Freelance Social Media Graphic Designer

TRAINING & VOLUNTEER

Aug 2018 - Jul 2020

PR Coordinator at Fadilia Foundation

A community organization that aims to provide development programs like sustainable development and integrated development to improve the quality of life.

The GrEEK Campus,
Cairo

Sep 2019 - Aug 2020

Project Team Leader at Enactus ASU

International non-profit organization that develop entrepreneurs skills to generate projects that can improve the quality of life

Cairo

Feb 2018 - Apr 2018

Social Media Specialist and Graphic Designer, ASME student chapter ASU

International non-profit organization that develop entrepreneurs skills to generate projects that can improve the quality of life

Cairo

Jun 2018 - Jul 2018

Internship at QNB Bank

Cairo

COURSES

Oct 2024	Conversion Rate Optimization courses on cxl.com	CXL
Jul 2024 Aug 2024	ALX ai Career Essentials program 8- Week programme in Ai Augmented professional Development skills in the Digital Age.	ALX
Jan 2021 Mar 2021	Advanced Digital Marketing Udacity Nano Degree Scholarship for three months	Udacity
Apr 2022	Google Tag Manager Fundamentals from Google Learn	GTM
Mar 2022	Advanced Google Analytics from Google Learn	GA4
Dec 2020	Advertising on Facebook, Lynda	Lynda
Dec 2020	Branding Foundations, Lynda	Lynda
Feb 2020	Boost with Facebook - Instagram Training at Riseup Academy	Riseup
Oct 2020	SM Marketing plan, online course, Udemy	Udemy