

# ABDALLA

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## PROFESSIONAL SUMMARY

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Results-driven Media & Digital Marketing Specialist with over 3 years of expertise managing high-volume advertising budgets (exceeding 9 Million EGP) and executing full-funnel marketing strategies. Proven track record in B2B business development, scaling a digital product to 600+ clients, and directing marketing campaigns across the retail, healthcare, hospitality, and corporate sectors. Expert in media buying, mobile-based advertising videography, performance marketing, and organic audience growth.

## PROFESSIONAL EXPERIENCE

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### Founder & Marketing Director

2024 – Present

*Ruya Agency*

- Scale a specialized digital menu product line to over 600 active business clients.
- Direct end-to-end digital marketing and lead generation campaigns for major accounts, including **Zeus Cafe (First Settlement)** and **Al Alamiya for Air Conditioning**.
- Design and execute highly successful healthcare advertising campaigns and social media positioning for medical practitioners and clinics.
- Utilize advanced mobile photography and videography techniques to capture and produce high-converting creative assets for social media ads.

### Marketing Manager

2023 – Present

*Premium Hospitality & Wedding Venues (Arabella, La Villa, El Gawhara)*

- Formulate and oversee comprehensive digital marketing strategies, seasonal campaigns, and branding initiatives for top-tier wedding and event halls.
- Manage high-budget advertising campaigns focused on lead acquisition, maximizing booking rates, and driving prominent local market share.

### Senior Digital Media Buyer & Growth Specialist

2021 – Present

*Freelance & Remote Projects*

- Optimized and deployed ad spend exceeding 9 Million EGP (2023–2026), consistently maintaining highly efficient CPA and driving multi-million sales conversions across diverse platforms.
- Managed targeted localized advertising campaigns for regional branches of **Oriental Weavers** and **MAC Carpet**, significantly increasing physical foot traffic and retail sales.
- Spearheaded international digital marketing and media buying strategies for **Sahari Company (Saudi Arabia)**, expanding cross-border digital presence.
- Structured and managed performance-based and commission marketing frameworks to maximize direct sales revenue.
- Pioneered both paid and organic page growth campaigns, building highly engaged, authentic online communities from scratch.

## EDUCATION

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### Bachelor of Information Systems

Graduated: Jun 2026

*Thebes Academy, Zahraa El Maadi*

## SKILLS & EXPERTISE

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- **Paid Media:** High-Budget Media Buying (9M+ EGP), Meta & Google Ads.
- **Growth Marketing:** Organic reach, community building, page-scaling campaigns.
- **Content Production:** Mobile ad photography & videography, Adobe Premiere.
- **Business Strategy:** Performance & Commission Marketing, B2B Sales (600+ Clients).
- **Industry Expertise:** Hospitality, Corporate Retail, Healthcare Marketing.
- **Technical Core:** Systems integration, Web Development (Laravel).