

ABD AL-RHMAN SOBHY SHARAF

Head of Performance Marketing | Senior Media Buyer

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PROFESSIONAL SUMMARY

Performance Marketing professional with 8+ years of progressive experience across paid media strategy, media buying, campaign optimization, and marketing analytics. Proven track record managing multi-platform campaigns (Meta, Google, TikTok, Snapchat, X Ads, LinkedIn) for diverse clients across Egypt, Saudi Arabia, UAE, and GCC markets. Expertise spans lead generation, e-commerce growth, app campaigns, marketing attribution, and data-driven reporting. Experienced in building and leading performance teams, managing client accounts, and delivering scalable paid media strategies at agency and in-house levels.

CORE SKILLS

<ul style="list-style-type: none">▪ Paid Media Strategy▪ Media Buying & Campaign Management▪ Lead Generation & Funnel Optimization▪ App Campaign Management (UAC/SKAdN)	<ul style="list-style-type: none">▪ Marketing Analytics & Reporting▪ Conversion Tracking & Attribution▪ Performance Team Leadership▪ Client Account Management	<ul style="list-style-type: none">▪ E-commerce & ROAS Optimization▪ Media Planning & Budgeting▪ UTM Tracking & CRM Integration▪ Cross-platform Campaign Strategy
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PROFESSIONAL EXPERIENCE

Senior Campaign Performance Specialist (Part-time)

Tree Insurance — KSA

Jan 2026 – Present

- Manage and optimize paid media campaigns across Google Ads (PMax, Search, Demand Gen)
- Conduct in-depth campaign audits, identify performance inefficiencies, and implement data-driven optimizations to improve CPL and ROAS.
- Build structured performance reports with actionable insights aligned to business KPIs.
- Oversee conversion tracking accuracy and attribution setup to ensure reliable reporting across the full marketing funnel.

Head of Performance Marketing (Full-time)

TPP

Jan 2025 – Dec 2025

- Led the performance marketing function end-to-end, overseeing paid media strategy, team operations, and client delivery across multiple accounts.
- Developed and executed integrated media plans across Meta, Google, TikTok, and Snapchat, driving measurable growth in lead volume and revenue.
- Established campaign governance frameworks including naming conventions, UTM structures, and reporting standards to ensure scalable operations.
- Collaborated with creative and strategy teams to align ad messaging with audience targeting and funnel stage.
- Managed team performance, set OKRs, and provided mentorship to junior media buyers.

Ad Performance Manager (Part-time)

Ta'meed (Tameed)

Jul 2024 – Present

- Oversee paid advertising performance for a financial/corporate services client, managing campaign delivery across Meta and Google Ads.
- Coordinate with platform partners (including Aleph/X Ads) on campaign activation, troubleshooting, and account escalations.
- Deliver ongoing performance analysis, optimization recommendations, and executive-level reporting to stakeholders.
- Ensure brand safety, budget efficiency, and compliance with platform policies across all active campaigns.

Senior Media Buyer

Rize

Jan 2024 – Dec 2025

- Planned and executed performance campaigns across Meta, Google, TikTok, and Snapchat for a portfolio of clients in e-commerce and services.
- Managed significant monthly ad budgets with a focus on CPL, CPA, and ROAS targets across diverse market segments.

- Built detailed campaign performance dashboards using Looker Studio and Google Analytics 4 (GA4), delivering actionable weekly and monthly reports.
- Collaborated closely with creative and product teams to optimize landing pages, ad creatives, and conversion flows.
- Transitioned to part-time engagement from Jan 2025 while maintaining key client relationships and campaign oversight.

Head of Performance Marketing

Arqqa Digital — MENA

Jan 2023 – Jan 2024

- Led and scaled the performance marketing department, managing a team of media buyers and analysts delivering campaigns across Egypt, KSA, and the broader GCC.
- Defined department-level strategy, workflow processes, and quality standards for multi-platform paid media across Meta, Google, TikTok, Snapchat, X Ads, LinkedIn, and Huawei Ads.
- Spearheaded app growth campaigns utilizing AppsFlyer and Adjust for attribution, serving fintech, healthcare, and e-commerce clients.
- Implemented advanced tracking frameworks including Firebase, GA4, and third-party attribution tools to improve data integrity and campaign decision-making.
- Oversaw client relationships across major accounts including NileAir, Geidea, Nocks, Finance platforms, and others.

Senior Media Buyer

Arqqa Digital — MENA

Aug 2022 – Jan 2023

- Managed and scaled paid campaigns across Meta, Google, TikTok, and Snapchat with a focus on performance KPIs including CPL, CPA, and ROAS.
- Built comprehensive campaign reporting using Looker Studio and Google Analytics, delivering insights to clients and senior stakeholders.
- Mentored junior media buyers and supported team leads in campaign audits, strategy development, and troubleshooting.
- Contributed to winning new client pitches by building data-backed media plans and performance projections.

Media Buyer

Arqqa Digital — MENA

Aug 2021 – Aug 2022

- Executed paid advertising campaigns across Meta, Google, and TikTok for a diverse portfolio of clients including FMCG, fintech, aviation, and e-commerce.
- Developed audience segmentation frameworks, A/B testing plans, and creative briefs to maximize campaign performance.
- Monitored daily campaign health, flagged anomalies, and applied real-time optimizations to maintain budget efficiency.
- Produced structured performance reports and contributed to regular client review meetings.

Media Buyer

Brandmic

Apr 2021 – Aug 2021

- Managed paid social and search campaigns for agency clients, focusing on Meta Ads and Google Ads.
- Optimized ad sets based on performance data, improving click-through and lead conversion rates.
- Supported media planning and client reporting cycles on a monthly basis.

Digital Marketing Specialist

Infinity Digital Agency

Mar 2020 – Mar 2021

- Managed digital marketing campaigns and community assets for a range of agency clients across multiple industries.
- Ran Google Ads and Facebook Ads campaigns for lead generation and brand visibility objectives.
- Handled social media moderation, community management, and audience engagement reporting.
- Created content calendars and ad copy aligned to client brand guidelines.

Digital Marketing Specialist (Full-time)

Edex Business Solutions

Oct 2018 – Mar 2020

- Developed and implemented digital marketing strategies for clients across B2B and B2C sectors.
- Conducted market research, competitive analysis, and online presence audits to inform campaign strategy.
- Ran paid ad campaigns and managed SEO and content initiatives across client websites and social channels.

Digital Marketing Specialist

Arab Association for Training (ATA)

Jul 2018 – Jan 2023

- Managed paid advertising and lead generation efforts for a medical and professional training organization.
- Built and maintained Meta Ads campaigns driving consistent lead flow for training programs.
- Led the digital marketing team and oversaw content, paid media, and performance reporting.
- Held a concurrent part-time role from Sep 2018–Jan 2023 alongside full-time positions.

Social Media Marketing Intern

Birdmilk Advertising Agency

May 2018 – Jul 2018

- Supported the content creation and community management team on client social media accounts.
- Contributed to paid ad reporting and assisted in organic performance tracking.

KEY ACHIEVEMENTS

- Built and led a cross-functional performance marketing team at Arqqa Digital, scaling operations to serve 15+ concurrent client accounts across Egypt and KSA.
- Developed multi-platform media buying strategies for clients in fintech, aviation, healthcare, e-commerce, and FMCG sectors across MENA markets.
- Implemented full-funnel tracking frameworks using AppsFlyer, Adjust, Firebase, and GA4 for app-focused clients, significantly improving attribution accuracy.
- Managed concurrent part-time and full-time roles across multiple clients without compromise to delivery quality or performance standards.
- Contributed to agency-level pitches and new business wins by building data-driven media plans with measurable projections.
- Recognized as a trusted performance advisor by clients including NileAir, Geidea, Ta'meed, Tree Insurance, and Thomas Cook Tours (Egypt).

TOOLS & PLATFORMS

<p>AD PLATFORMS</p> <ul style="list-style-type: none">▪ Meta Ads (Facebook & Instagram)▪ Google Ads — Search, PMax, Demand Gen, Display, Video▪ TikTok Ads Snapchat Ads▪ X Ads (Twitter Ads) LinkedIn Ads▪ Huawei Ads▪ Programmatic Ads <p>ANALYTICS & ATTRIBUTION</p> <ul style="list-style-type: none">▪ Google Analytics 4 (GA4) & Universal Analytics▪ AppsFlyer Adjust Firebase▪ Looker Studio (Google Data Studio)▪ WebEngage CleverTap	<p>STRATEGY & PLANNING</p> <ul style="list-style-type: none">▪ Media Planning & Budget Allocation▪ UTM Tracking & Conversion Setup▪ CRM Integration & Lead Tracking▪ A/B Testing & Creative Strategy▪ Funnel Design & Audience Segmentation <p>OTHER SKILLS</p> <ul style="list-style-type: none">▪ SEO Fundamentals▪ Content Strategy▪ B2B Marketing▪ UI/UX Audit for Web & App
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EDUCATION

Bachelor of Commerce (Accounting — English Section)

Tanta University | 2017

Diploma in Digital Marketing

DM Arts Academy | 2019

CERTIFICATIONS & COURSES

- **Meta Marketing Analytics Professional Certificate** — Meta
- **Digital Advertising Strategy** — University of Colorado Boulder — Coursera
- **Digital Marketing** — University of Illinois at Urbana-Champaign — Coursera
- **Marketing Challenger Track** — Udacity
- **Google Analytics Certification** — Google Analytics Academy
- **E-Marketing: Manage Paid Digital Campaigns** — Edrak Digital
- **Marketing on Twitter / Advertising on Twitter** — LinkedIn Learning (Lynda)