

Mahmoud Mohamed Dayra

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Military Service: Completed

PROFESSIONAL SUMMARY

Digital Marketer with 3 years of experience in social media and digital marketing, including 7+ months of hands-on experience in paid media buying. Currently managing multi-platform campaigns across Meta, TikTok, Snapchat, and Google Ads, with a strong focus on performance optimization, funnel structuring, and data-driven decision making.

CORE SKILLS

Paid Advertising Platforms

- Meta Ads Manager
- TikTok Ads
- Snapchat Ads
- Google Ads

Analytics & Tracking

- Google Analytics 4 (GA4)
- Google Tag Manager (GTM)
- Conversion Tracking

Strategy & Optimization

- Media Planning
- Funnel Structuring
- Budget Allocation
- A/B Testing
- Performance Reporting

Experience

Media Buyer

Al Maqsd Company | Sep 2025 – Present

- Managed paid advertising campaigns across Meta, Snapchat, TikTok, and Google Ads.
- Structured campaign funnels for lead generation objectives.
- Allocated budgets based on platform performance and funnel stage.
- Improved campaign performance through A/B testing creatives and audiences.
- Tracked and analyzed data using GA4.
- Collaborated with content team to align creatives with conversion goals.

Social Media Specialist

Al Moltaqa Company | Feb 2025 – Sep 2025

- Managed social media accounts for eCommerce brands (dropshipping & owned products).
- Supported paid campaigns and assisted in campaign setup and monitoring.
- Developed short-form video content aligned with marketing strategy.
- Contributed to engagement and audience growth through structured content planning.

Social Media Specialist (Part-Time, Remote)

LEAP Business Solution | Oct 2025 – Dec 2025

- Architected B2B social media funnels targeting decision-makers across Saudi & GCC markets
- Defined ICPs to guide targeting, messaging, and content direction
- Developed full-funnel content strategy aligned with lead generation and nurturing objectives
- Executed LinkedIn campaigns focused on acquiring qualified leads and improving funnel efficiency

Social Media Specialist

Tjarti | Mar 2024 – Feb 2025

- Executed platform-specific content strategies across multiple channels.
- Supported paid advertising campaigns and tracked performance metrics.
- Assisted in campaign reporting and audience analysis.

Founder & Content Creator

Cartel – Streetwear Brand | Jan 2021 – Mar 2023

- Built brand presence from scratch and managed digital marketing efforts.
- Created and executed content strategies for brand awareness.
- Supported product launches through organic and paid promotion efforts.
- Managed branding, content creation, and customer engagement.

Education

2018– 2022

Faculty of Commerce

Major: Accounting

Courses & Certifications

Media Buying Diploma – IMND | July 2025

Professional Financial Accountant (PFA) – IDA | 2024

Instagram Marketing Strategies – LinkedIn Learning | 2024

Digital Marketing Fundamentals – HubSpot Academy | 2023

Content Creation – EasyTech | 2021

Social Media Marketing Diploma – IMND | 2019

LANGUAGES

Arabic: Native

English: Professional Working Proficiency