

YEHIA AHMED YEHIA

Senior Digital Marketing Executive

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SUMMARY

Driving business growth in real estate digital marketing – 7+ years of experience in media buying, campaign optimization, lead generation, SEO/SEM, CRO, and performance marketing across Meta, Google, TikTok, and Snapchat.

EXPERIENCE

Senior Digital Marketing Executive 2026 – Present
RED Real Estate Domain

- Executed and streamlined multi-channel campaigns across Meta, Google, and TikTok, focusing on lead generation and brand awareness
- Increased conversion rate by 30% through advanced targeting, audience segmentation, and continuous A/B testing
- Improved ROI by 25% through analytics-driven adjustments
- Developed remarketing strategies that boosted the lead-to-sale ratio by 20%
- Collaborated closely with sales and creative teams to align campaigns with business objectives, reducing the sales cycle by 15%

Digital Marketing Executive 2023 – 2026
GPR Property

- Achieved over 1 Billion EGP in sales influenced by campaigns within 6 months
- Delivered 20,000+ qualified leads with a 4% conversion rate, while reducing CPL by 25% against industry benchmarks
- Enhanced campaigns through data-driven insights, achieving an average ROAS of 4.5x across all channels
- Led comprehensive digital marketing strategies to boost brand presence and drive business growth
- Managed multi-million EGP advertising budgets across Meta, Google, TikTok, Snapchat, and programmatic platforms
- Mentored and guided a team of digital marketers to deliver consistent growth in leads and revenue

Senior Media Buyer 2021 – 2023
DIG Developments

- Directed and refined large-scale media buying campaigns across Meta, Google, and programmatic platforms
- Enhanced ROI and lead quality by implementing advanced targeting, remarketing strategies, and continuous A/B testing
- Reduced cost per lead significantly through data-driven adjustments and budget reallocation
- Managed multi-million EGP advertising budgets, ensuring maximum efficiency and campaign performance
- Collaborated with sales and business development teams to align campaigns with company objectives, driving consistent revenue growth
- Trained and mentored junior media buyers, fostering a performance-focused team culture

EDUCATION

Abbasia Institute - Administrative Information Systems 2012 – 2016

- Graduated with strong foundation in information systems, data analysis, and business applications.
- Completed multiple projects applying IT and marketing concepts to real business cases.
- Built skills in database management, systems analysis, and digital tools later applied in professional digital marketing roles.

CERTIFICATES

Meta Blueprint Certification

Meta

Comprehensive training in Meta Ads Manager, campaign setup, targeting, and performance optimization.

Google Digital Garage

Google

In-depth understanding of SEO, SEM, social media, and online advertising fundamentals.

Meta Certified Media Buying Professional

Meta

Validates advanced expertise in creating, managing, and optimizing advertising campaigns across Facebook, Instagram, Messenger, and Audience

E-Marketing Course

Edraak

Fundamentals of digital marketing, SEO, and social media in Arabic context.

LinkedIn Marketing Solutions Certification

LinkedIn

Certification in LinkedIn advertising campaigns, professional targeting, and analytics.

Google Tag Manager Fundamentals

Google

Knowledge of tracking setup, event management, and data collection for digital campaigns.

HubSpot Inbound Marketing Certification

HubSpot Academy

Focused on inbound strategies including SEO, content marketing, and lead nurturing.

Google Analytics Certification

Google

Advanced knowledge of using Google Analytics for campaign tracking, reporting, and optimization.

Google Ads Certification

Google

Validates expertise in creating, managing, and optimizing Google Ads campaigns across multiple formats.

SKILLS

Digital Marketing Strategy & Lead Generation
Marketing Analytics, ROI & Team Leadership

Media Buying (Meta, Google, TikTok, Snapchat, Programmatic)
SEO / SEM & Conversion Optimization

LANGUAGES

English

Intermediate

Arabic

Native