

Badr Eldeen Reda Mohy

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Professional Summary

Ambitious media buying specialist with a strong foundation in paid advertising, UI/UX design, and digital business strategy. Experienced in planning and evaluating customer journeys across multiple platforms. My design background helps me craft high-converting landing pages and optimize user experience, especially for eCommerce brands. I blend strategic thinking with hands-on skills in analytics, ad creatives, and store building. Always eager to learn, adapt, and drive measurable performance.

Education

Bachelor of Architecture – Tanta University (*Expected 2027*)

- Applied design thinking and visual communication skills in academic and digital projects.
- Strong foundation in layout design and problem-solving logic.

Digital Egypt Pioneers Initiative (DEPI) – Digital Marketing & Freelancing Track (*Oct 2025 – Now*)

Digital Marketing Advanced Diploma – U-Courses (*Nov 2024 – Mar 2025*)

In-depth training in digital marketing fundamentals, freelancing, soft skills, and campaign building.

Digital Egypt Pioneers Initiative (DEPI) – UI/UX Design & Freelancing Track (*Oct 2023 – May 2024*)

Core Skills

- **Paid Media & Digital Advertising:** Meta Ads, TikTok Ads, Google Ads, Snapchat Ads, LinkedIn Ads
- **Tools & Analytics:** Meta Ads Manager, Google Tag Manager (GTM), GA4, UTM Links
- **Design & eCommerce:** Figma, Adobe XD, Photoshop, Illustrator, Shopify, WordPress, EasyOrders
- **Business & Soft Skills:** Strategic Thinking, Communication, Digital Marketing Fundamentals
- **UI/UX & CRO:** Landing Page Design, Wireframing, User Flows, Conversion Optimization
- **Copywriting:** Crafting compelling ad copy tailored to audience segments for clarity and conversion
- **AI Tools:** Leveraging AI-powered platforms for creative generation and campaign optimization

Certifications & Training

- Media Buying Program – Abdelrahman Alaa
- Mindshift Media Buying Course
- Growth Hack Academy – Media Buying Course
- TOS Course – Osama Gamal
- Performance Marketing Workshop – Abdelrahman Sleem
- UI/UX Design Certificate – Digital Egypt Pioneers Initiative (DEPI)
- Digital Marketing Advanced Diploma – U-Courses

Professional Experience

Media Buyer – Vivem Agency (Apr 2025 – Present)

- Managed paid advertising campaigns for fashion brands, furniture exhibitions, healthcare clinics, and software service providers.
- Developed audience targeting and campaign strategies tailored to different industries and objectives.
- Optimized campaign performance through continuous testing, analysis, and data-driven decision making.

Media Buyer – Waqar.Fashion (Sep 2024 – Dec2024)

- Managed paid ad campaigns for a hijab fashion brand, reaching the first **100K EGP in monthly revenue**.
- Optimized website performance and developed a creative strategy that boosted engagement.
- Oversaw full ad operations across Meta platforms, ensuring data-driven optimization and scalability.

Media Buyer – Supermind (Oct 2025 – Dec2025)

- Managed **10,000 EGP monthly ad budget** for a software and training company.
- Achieved **3–4 EGP cost per message** with highly engaged and relevant audiences.
- Collaborated with the sales team to align messaging and improve conversion performance.

Graphic Designer – Majestic Wallpaper (Sep 2024 – Jan 2025)

- Created engaging visual content and product mockups for digital platforms and print catalogs, enhancing product presentation.

Freelance UI/UX & Digital Designer (Jan 2024 – Present)

- Designed responsive, eCommerce landing pages focused on conversion.
- Applied media buying insights to design high-performing ad creatives.
- Supported mock marketing campaigns simulating real-world scenarios.

Extracurricular Activities

Campus Director – Hult Prize at Tanta University (Oct 2025 – Present)

- Built the organizing board from the ground up and led the local chapter's vision and operations.
- Enhanced leadership, management, and communication skills through strategic coordination and mentoring.

Partnerships & Communication Coordinator – Hult Prize Egypt (Mar 2026 – Present)

- Coordinated partnerships and stakeholder communication at the national level.
- Supported cross-team alignment between university chapters and national organizing structure.
- Contributed to outreach strategy and collaboration opportunities with external partners.

Marketing Head – Rally Egypt for Entrepreneurs (Jan 2025 – Present)

- Led the marketing direction for activities and events across digital platforms.
- Managed content planning, campaign coordination, and audience engagement strategies.
- Supervised creative execution with the content team to strengthen event visibility and participation.

Content Creation Leader – Rally Egypt for Entrepreneurs (Oct 2023 – Present)

- Participated in entrepreneurship-focused workshops and events.
- Gained practical experience in business and digital marketing strategy.

Founder – Mu'ammar Initiative (Mar 2024 – Present)

- Established a collaborative student-led group in the architecture department.
- Led communication, idea development, and creative teamwork initiatives.

Languages

- **English:** Upper-Intermediate (B2)