

Contact

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Top Skills

Business Systems Design
Digital Growth Strategy
Performance Marketing

Languages

English (Full Professional)
Arabic (Native or Bilingual)

Certifications

International Computer Drivers License (ICDL,)
introduction to digital journalism
Customer Relationship Management
Your Target Audience
Selling Online

Ahmed Desouky

Business Growth Architect | Digital Marketing Leader | E-commerce Strategist | TikTok Agency Manager | Business Systems & Infrastructure
Cairo, Egypt

Summary

Digital marketing specialist and media buyer with 9+ years of experience across digital marketing, content creation, social media management, e-commerce consulting, and marketing leadership. I have worked with Al Arabiya News Channel as a video editor, in addition to collaborating with multiple companies as a marketing director, content creator, and freelance journalist.

Alongside marketing and e-commerce, I manage the technical infrastructure behind digital businesses, including cloud hosting, VPS environments, domain and DNS management, SSL setup, and website deployment.

My focus is on building scalable, end-to-end business systems — not just running campaigns.

Experience

RedLine Ads

7 years 6 months

Account Manager

January 2021 - Present (5 years 8 months)

Egypt

Social Media Marketing Specialist

March 2019 - Present (7 years 6 months)

Cairo, Egypt

Taager

Media Buyer – E-commerce Campaigns (Taager)

June 2025 - Present (1 year 3 months)

Cairo, Egypt

Planned and executed paid advertising campaigns for Taager-based e-commerce stores.

Managed budgets across Meta Ads (Facebook & Instagram), TikTok Ads, and Google Ads.

Optimized creatives, audience targeting, and bidding strategies to maximize ROAS.

Performed daily analysis of campaign performance using Pixel and UTM tracking.

Collaborated with store owners to align ad strategy with product trends and market demand.

A/B tested ads, landing pages, and copy to improve conversion rates and sales performance.

Planned and executed paid advertising campaigns for Taager-based e-commerce stores. Managed budgets across Meta Ads (Facebook & Instagram), TikTok Ads, and Google Ads. Optimized creatives, audience targeting, and bidding strategies to maximize ROAS. Performed daily analysis of campaign performance using Pixel and UTM tracking. Collaborated with store owners to align ad strategy with product trends and market demand. A/B tested ads, landing pages, and copy to improve conversion rates and sales performance.

Shopify

Shopify Partner – E-commerce Consultant

June 2025 - Present (1 year 3 months)

Remote

Official member of the Shopify Partner Program.

Helped clients build, launch, and optimize online stores using the Shopify platform.

Provided strategic consultation for store setup, design customization, and product organization.

Integrated apps and payment gateways to enhance store functionality.

Assisted in improving store performance, user experience (UX), and conversion rates.

Supported businesses in scaling through tailored e-commerce solutions.

LinkawyX

Marketing Manager

February 2024 - Present (2 years 7 months)

Cairo, Egypt

Dynamic and results-oriented Marketing Manager with proven experience in developing, implementing, and managing successful marketing campaigns across various channels. Skilled in market research, brand strategy, digital marketing, and budget management. Adept at leading and motivating marketing teams to achieve strategic objectives and drive business growth.

Responsibilities

Develop and execute comprehensive marketing plans aligned with company goals and target audiences.

Conduct market research and competitor analysis to identify trends and opportunities.

Craft compelling brand messaging and oversee creative development for marketing materials.

Manage and implement marketing campaigns across digital channels (SEO, SEM, social media, content marketing) and traditional channels (print, events).

Analyze marketing campaign performance using web analytics tools and identify areas for improvement.

Manage marketing budget effectively and ensure return on investment (ROI).

Lead and mentor marketing team members, fostering a collaborative and creative work environment.

Track industry trends and stay up-to-date on the latest marketing technologies and strategies.

Generate leads and reports to support sales and business development efforts.

Represent the marketing department in cross-functional meetings and presentations.

WordPress

Wordpress Developer

May 2023 - Present (3 years 4 months)

Remote

Designed and developed custom websites using WordPress and Elementor.

Built responsive and SEO-friendly themes tailored to client needs.

Integrated plugins for e-commerce, forms, caching, and security.

Performed regular maintenance, updates, and performance optimization.

Worked on WooCommerce stores, blog sites, and business landing pages.

Customized themes and plugins using PHP, HTML, CSS, and JavaScript.

Self-employed

System Administrator | Cloud Hosting (Oracle Cloud)

2022 - Present (4 years)

Cairo, Egypt

- Provisioned and managed VPS instances on Oracle Cloud Infrastructure (OCI) to support business websites and e-commerce platforms.
- Installed, configured, and maintained Hestia Control Panel for hosting, domains, email, and databases.
- Managed the full domain lifecycle, including domain setup, DNS configuration, and SSL certificate installation.
- Deployed and hosted WordPress, WooCommerce, and custom websites in cloud environments.
- Managed Linux servers via SSH, including server configuration and routine maintenance.
- Ensured server performance, uptime, and overall stability for hosted projects.
- Supported marketing and e-commerce operations by providing reliable hosting infrastructure.
- Coordinated hosting environments with website updates, deployments, and system integrations.

Freelancer.com

6 years 8 months

Business Development Representative

January 2020 - Present (6 years 8 months)

Cairo, Egypt

Video Editor

February 2021 - Present (5 years 7 months)

Cairo, Egypt

Al Gomhuria Newspaper

News Editor

July 2016 - Present (10 years 2 months)

Cairo, Egypt

أكاديمية أخبار اليوم Akhbar Elyom Academy

Student

September 2014 - Present (12 years)

TikTok LIVE

Agency Manager – TikTok Live Partner

June 2024 - July 2025 (1 year 2 months)

Cairo, Egypt

Managed TikTok Live operations at Linkawy X Agency as an official TikTok Live Partner.

Recruited, trained, and supervised a large network of content creators.

Improved creators' live performance, consistency, and monetization.

Maintained communication with TikTok representatives to align with platform standards.

Analyzed live data and performance reports to drive creator success and agency growth.

Supported strategic planning, performance reviews, and creator retention initiatives.

SOIC

Marketing Manager

September 2023 - February 2024 (6 months)

Cairo, Egypt

Develop and implement data-driven marketing strategies aligned with company goals.

Manage and optimize marketing campaigns across channels (e.g., social media, email, SEO, PPC).

Create engaging and high-converting marketing content (e.g., website copy, blog posts, social media posts).

Analyze marketing data and track campaign performance to identify areas for improvement.

Collaborate with cross-functional teams (e.g., sales, product) to ensure alignment and achieve marketing objectives.

Stay up-to-date on the latest marketing trends and technologies to implement innovative solutions.

Lead and mentor a team of marketing professionals.

EG Spark

Video Editor

June 2023 - August 2023 (3 months)

Cairo, Egypt

zone for fun

10 months

Social Media Manager

August 2022 - March 2023 (8 months)

Cairo, Egypt

Ecommerce Manager
June 2022 - March 2023 (10 months)
Cairo, Egypt

Ahlan
Live Announcer
August 2020 - July 2022 (2 years)
Remote

Morzaq
Customer Relationship Management Specialist
May 2022 - June 2022 (2 months)
Cairo, Egypt

Al Arabiya News Channel
Video Editor
March 2022 - May 2022 (3 months)
Cairo, Egypt

at IEEE Akhbar El-Yom Academy SB
Marketing Specialist
September 2020 - May 2022 (1 year 9 months)

bigO
Live Announcer
January 2020 - December 2021 (2 years)
Remote

Dangla Community
social media content moderator
August 2021 - November 2021 (4 months)

SamSamouy
social media content moderator
August 2021 - November 2021 (4 months)
Cairo, Egypt

MICO WORLD
Live Announcer
January 2017 - August 2021 (4 years 8 months)
Remote

Alqrrar Alaraby
News Editor
April 2018 - December 2020 (2 years 9 months)
Cairo, Egypt

Majorel
Customer Service Representative
June 2019 - January 2020 (8 months)
Cairo Governorate, Egypt

Asia inovation
Operations Manager
August 2016 - December 2019 (3 years 5 months)
Egypt

Freelancer
Project Manager
February 2016 - December 2019 (3 years 11 months)
Egypt

Vodafone
Customer Service Agent
June 2015 - June 2019 (4 years 1 month)
Egypt

Etisalat Misr
Customer Service Representative
June 2016 - September 2016 (4 months)
Cairo, Egypt

Ultimate Advertising House
Sales Marketing Management
January 2016 - June 2016 (6 months)
Cairo, Egypt

fun 2 school
Customer Service Representative
February 2014 - December 2015 (1 year 11 months)

EL Sharkia Newspaper
News Editor

February 2015 - September 2015 (8 months)

Cairo, Egypt

BOGO plus

Telesales Specialist

January 2014 - January 2015 (1 year 1 month)

Cairo, Egypt

Crocs Middle East (Iqdam Internatinal)

Customer Service Representative

March 2014 - December 2014 (10 months)

Cairo, Egypt

Education

Akhbar ElYom Academy

Bachelor's degree, Journalism · (2023)