CURRICULUM VITAE · 2026

Ahmed Abdelhamed

Media Buyer ◆ WordPress Developer ◆ SEO & Automation Specialist

A media buyer **who started with code**. Building websites since 2015 and running ad campaigns since 2016, later adding SEO and automation. I work on all four together for businesses across **Egypt, the Gulf and 39 countries**, and I make decisions from profit margin and cost per order — not from likes.

- Published author
- Hands-on media buyer, every day
- Consulting for businesses in Egypt & the Gulf



11+	219+	39	18	4
Years in the field	Clients & projects	Countries served	Industries served	Specialties, one chain

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01 Experience

Media Buyer & Digital Marketing Consultant
2016 – Present

Freelance · Egypt, the Gulf & remote

- Ran Meta & Google Ads for **219+ clients and projects in 39 countries**, small budgets to large.
- Audit ad accounts and diagnose campaigns at the root: the offer, the page and the reply speed.
- Decisions driven by profit margin, cost per order and delivery rate — especially for COD stores.
- Full marketing plans for online stores, restaurants, clinics, academies and real-estate firms.

WordPress & WooCommerce Developer
2015 – Present

Freelance

- HTML, CSS, JavaScript and PHP since 2015; WordPress & WooCommerce specialist since 2019.
- Build and maintain fast sites and stores; diagnose and fix the code issues that stop sales.
- Custom themes and plugins built for each project, plus site-speed and checkout optimisation.

SEO & AI Search Specialist
2020 – Present

Freelance

- Technical SEO, content and internal-link architecture; indexing tracked in Search Console.
- Keyword and search-intent research, with content plans aimed at buyers ready to purchase.
- Content prepared for AI answer engines (AEO/GEO) so it surfaces in ChatGPT-style answers.

Business Automation & AI
2024 – Present

Freelance

- Systems that take over repeated work: automatic reports, replies and customer follow-up.
- Google Apps Script and API integrations across Meta, Google, Telegram and WhatsApp.
- AI tools put to work on ad copy, campaign analysis and customer service.

02 How I work

01 Understand the problem first
The real issue is rarely the settings. It's usually a step earlier: the offer, the page or the reply.

02 Numbers before feelings
Profit margin, cost per order and delivery rate make the decision — not the number of likes.

03 An honest opinion
Even when it isn't what you want to hear. If ads aren't the answer right now, I'll say so before you spend.

04 Always learning
The field changes every few months. The people who last are the ones who never stop learning.

03 Skills & tools

Ad platforms
Meta Ads Manager · Meta Business Suite · Google Ads · ChatGPT Ads · YouTube Ads · TikTok Ads · Snapchat Ads

Tracking & analytics
Meta Pixel · Conversions API · Google Analytics 4 · Microsoft Clarity · Meta Ad Library · Keyword Planner

Websites & stores
WordPress · WooCommerce · Shopify · Salla · EasyOrders · Elementor · Gutenberg · cPanel · WHM · hPanel · Cloudflare · LiteSpeed Cache

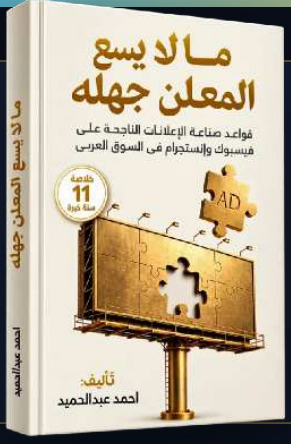
Code
Vibe Coding · PHP · JavaScript · Python · Flutter · HTML / CSS · jQuery · Bootstrap · REST APIs · WP-CLI · Git / GitHub

These days I build with Vibe Coding: AI-assisted development.

SEO
Search Console · Google Business Profile · Semrush · Ahrefs · Similarweb · Yoast SEO · Schema Markup · AEO / GEO · llms.txt

Automation & AI
n8n · Make · Apps Script · Google Sheets · Meta for Developers · Apify · WhatsApp API · Telegram Bots · Chatbots · ChatGPT · Claude

Design & office
Photoshop · Illustrator · Excel / Power Query · Microsoft Office



PUBLISHED AUTHOR

What No Advertiser Can Afford to Ignore

«ما لا يسع المعلن جهله»

The rules of building successful Facebook & Instagram ads in the Arab market

Eleven years of running campaigns distilled into 13 chapters — from profit math and offer design to campaign diagnosis and automation. Written in Arabic.

Alamat Publishing & Distribution · 2026 · 13 chapters · ISBN 978-633-8670-02-3

04 Areas of expertise

Ads bring the traffic › **Website** turns it into sales › **SEO** traffic without ad spend › **Automation** runs it all itself

01 Ad campaign management

Meta and Google Ads measured in orders and sales — not likes.

02 Ad account audits

Pinpointing where the budget leaks, in numbers, before you scale.

03 E-commerce store design

WooCommerce stores built to sell: fast, persuasive, short checkout.

04 WordPress website design

Fast business websites that bring in clients, not just a pretty front.

05 WordPress maintenance

Crashed or hacked sites back online fast, then the root cause fixed.

06 SEO services

Technical SEO and content that turn Google traffic into customers.

07 Business automation

Reports, replies and follow-up that run on their own, freeing your team.

08 Marketing consulting

Your numbers reviewed, and a clear plan to act on.

05 Clients & industries

219+ clients & projects

I've been privileged to work with companies and brands of every size and industry, across Egypt, the Gulf and beyond. The full client list is published on my website.

ahmed-abdelhamed.com — clients

39 countries where my campaigns and projects ran

Arab world	12	Africa	08	Asia	07
Europe	06	Americas	05	Australia	01

Industries

- E-commerce
- Restaurants & cafés
- Clinics & medical
- Pharmacies
- Academies & education
- Real estate & building
- Fashion & apparel
- Beauty & care
- Sports & fitness
- Cars & spare parts
- Furniture & décor
- Food & agriculture
- Travel & tourism
- Services & B2B
- Jewelry & accessories
- Kids & toys
- Import & trade
- Media & podcasts

Education

Bachelor's in Digital Educational Technology

Faculty of Education — Ain Shams University

Continuous self-learning in marketing & code since 2015

Languages

Arabic — Native ●●●●●

English — Intermediate ●●●○○

LET'S WORK TOGETHER

Have a project or a role in mind?

Message me on WhatsApp or book a consultation — we'll review your numbers together before you spend more.

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