

PERFORMANCE GROWTH PORTFOLIO

AHMED NABIL

Senior Performance Media Buyer
& E-commerce Growth Specialist

Paid Media • E-commerce • Dropshipping
Shipping Operations • Product & Manufacturing

FROM CLICK TO DELIVERED ORDER.



Growth experience that goes beyond the ad account

Senior performance media buyer and e-commerce operator with seven years of hands-on experience across the Egyptian and Saudi dropshipping markets. Ahmed combines paid acquisition with practical understanding of product economics, store performance, order operations and fulfillment.

He has managed more than EGP 20 million in advertising budgets and brings three years of dedicated e-commerce shipping experience, alongside commercial exposure to manufacturing and product-based businesses.

THE VALUE

**Profitable
orders, not
vanity metrics.**

Media decisions connected to sales, delivery quality and scalable operations.

Documented scale across Meta, TikTok and e-commerce

Selected proof points from the supplied portfolio and current Ads Manager screenshots.

7+ YEARS

Media buying and
Egypt/Saudi dropshipping
experience

20M+ EGP

Managed advertising budgets

2.71M+ EGP

Meta-attributed sales
documented across two
accounts

502.6K EGP

TikTok spend documented
across seven accounts

3 YEARS IN E-COMMERCE SHIPPING • META + TIKTOK • EGYPT + SAUDI ARABIA • PRODUCT-BASED BUSINESSES

One operator across acquisition, commerce and fulfillment

PAID ACQUISITION

Meta and TikTok campaign planning, testing, scaling and performance optimization.

01

E-COMMERCE

Store economics, offers, conversion thinking and dropshipping operations in Egypt and Saudi Arabia.

02

FULFILLMENT

Order flow, shipping coordination, delivery performance, returns and COD-related operations.

03

PRODUCT BUSINESS

Commercial exposure to manufacturing, product readiness, pricing and scalable product businesses.

04

Two documented accounts generated EGP 2.71M+ in attributed sales

2,715,732.59

EGP META-ATTRIBUTED SALES

327,991.99

EGP DOCUMENTED AD SPEND

8.28x

BLENDED ROAS

Off / On	Campaign	Cost per result	Purchases conversion	Budget	Results ROAS	Amount spent	Ends	Bid strategy	In-app purchase
On	Multi Functional Charging 13/8	80.46	5,795.00	300.00	4.00	1,448.33	Ongoing	Highest volume	—
On	Keychain light 3/8	48.71	44,795.00	500.00	6.43	6,965.38	Ongoing	Highest volume	—
On	shower fan 22/7 - Copy 2	57.10	55,895.00	Using ad set bu...	6.12	9,136.23	Ongoing	Using ad set bid...	—
On	led music 27/1	26.05	46,772.98	Using ad set bu...	17.78	2,630.68	Jul 13, 2026	Highest volume	—
On	car holder 12/8	141.84	1,350.00	225.00	1.59	851.04	Ongoing	Highest volume	—
On	electric steam brush 11/8	70.34	20,342.00	Using ad set bu...	13.77	1,477.23	Ongoing	Using ad set bid...	—
On	shower fan 2/8	107.78	3,155.00	Using ad set bu...	3.25	970.04	Ongoing	Using ad set bid...	—
On	vacuum cleaner 3/8	36.46	39,155.00	500.00	9.10	4,301.99	Ongoing	Highest volume	—

Off / On	Campaign	Results	Amount spent	Cost per result	conversion rate	Results ROAS	Purchases conversion	Budget	Ends	Attribution setting
On	holder mirror 17/8	44	944.15	21.46	17.65%	15.82	14,940.00	500.00	Ongoing	7-day click
On	airbods pro 14/8	36	2,035.39	56.54	5.92%	7.63	15,540.00	500.00	Ongoing	7-day click
On	car holder 14/8	40	1,985.35	49.63	5.90%	4.46	8,860.00	500.00	Ongoing	7-day click
On	car mirror holder 13/8	80	3,287.64	41.10	10.67%	7.83	25,755.00	Using ad set bu...	Ongoing	7-day click
On	cover car 12/8	48	2,501.53	52.12	7.79%	5.75	14,375.00	400.00	Ongoing	7-day click
On	turbocharged shower	1,145	31,669.36	27.66	7.41%	9.83	311,443.69	1,000.00	Ongoing	7-day click
On	turbocharged 7/7	455	12,797.60	28.13	8.92%	9.67	123,745.00	Using ad set bu...	Ongoing	7-day click
On	golon	229	12,642.54	55.21	4.07%	8.63	109,145.00	500.00	Ongoing	7-day click

Karezma Store sustained a 7.98x blended return on documented spend

TRENDING PRODUCTS

721,161.10

EGP ATTRIBUTED SALES

90,330.55

EGP AD SPEND

7.98x

CALCULATED BLENDED ROAS

Off / On	Campaign	Cost per result	Purchases conversion	Budget	Results ROAS	Amount spent	Ends	Bid strategy	In-app purchase	We pur
On	Multi Functional Charging 13/8	18 chases 80.46.₺ Per Purchase	5,795.00.₺	300.00.₺ Daily	4.00 Value, Purchase	1,448.33.₺	Ongoing	Highest volume	—	—
On	Keychain light 3/8	143 chases 48.71.₺ Per Purchase	44,795.00.₺	500.00.₺ Daily	6.43 Value, Purchase	6,965.38.₺	Ongoing	Highest volume	—	—
On	shower fan 22/7 - Copy 2	160 chases 57.10.₺ Per Purchase	55,895.00.₺	Using ad set bu... Not shared	6.12 Value, Purchase	9,136.23.₺	Ongoing	Using ad set bid...	—	—
On	led music 27/1	101 chases 26.05.₺ Per purchase (webs...	46,772.98.₺	Using ad set bu... Shared	17.78 Value, Purchase (we...	2,630.68.₺	Jul 13, 2026	Highest volume	—	—
Off	car holder 12/8	6 chases 141.84.₺ Per Purchase	1,350.00.₺	225.00.₺ Daily	1.59 Value, Purchase	851.04.₺	Ongoing	Highest volume	—	—
Off	electric steam brush 11/8	21 chases 70.34.₺ Per Purchase	20,342.00.₺	Using ad set bu... Not shared	13.77 Value, Purchase	1,477.23.₺	Ongoing	Using ad set bid...	—	—
Off	shower fan 2/8	9 chases 107.78.₺ Per Purchase	3,155.00.₺	Using ad set bu... Not shared	3.25 Value, Purchase	970.04.₺	Ongoing	Using ad set bid...	—	—
Off	vacume cleaner 3/8	118 chases 36.46.₺ Per Purchase	39,155.00.₺	500.00.₺ Daily	9.10 Value, Purchase	4,301.99.₺	Ongoing	Highest volume	—	—
Off	led bulb 22/7	183 chases 37.06.₺ Per Purchase	86,269.00.₺	500.00.₺ Daily	12.72 Value, Purchase	6,781.61.₺	Ongoing	Highest volume	—	—
Results from 51 campaigns		—	721,161.10.₺ Total	—	—	90,330.55.₺ Total spent	M...	Avera	—	—

Karvoo combined scale with 5,643 tracked website purchases

AUTOMOTIVE PRODUCTS & ELECTRONICS

1,994,571.49

EGP ATTRIBUTED SALES

8.39x

REPORTED ROAS

5,643

WEBSITE PURCHASES

42.12

EGP COST PER
PURCHASE

237,661.44

EGP DOCUMENTED
SPEND

Off / On	Campaign	Results	Amount spent	Cost per result	Conversion rate	Results ROAS	Purchases conversion...	Budget	Ends	Attribution setting
☐	holder mirror 17/8	44 Website purchases	944.15.٠٠	21.46.٠٠ Per Purchase	17.65%	15.82 Value, Purchase	14,940.00.٠٠	500.00.٠٠	Ongoing	7-day click All convers
☐	airbods pro 14/8	36 Website purchases	2,035.39.٠٠	56.54.٠٠ Per Purchase	5.92%	7.63 Value, Purchase	15,540.00.٠٠	500.00.٠٠	Ongoing	7-day click All convers
☐	car holder 14/8	40 Website purchases	1,985.35.٠٠	49.63.٠٠ Per Purchase	5.90%	4.46 Value, Purchase	8,860.00.٠٠	500.00.٠٠	Ongoing	7-day click All convers
☐	car mirror holder 13/8	80 Website purchases	3,287.64.٠٠	41.10.٠٠ Per Purchase	10.67%	7.83 Value, Purchase	25,755.00.٠٠	Using ad set bu... Not shared	Ongoing	7-day click All convers
☐	cover car 12/8	48 Website purchases	2,501.53.٠٠	52.12.٠٠ Per Purchase	7.79%	5.75 Value, Purchase	14,375.00.٠٠	400.00.٠٠	Ongoing	- All convers
☐	turbocharged shower	1,145 Website purchases	31,669.36.٠٠	27.66.٠٠ Per Purchase	7.41%	9.83 Value, Purchase	311,443.69.٠٠	1,000.00.٠٠	Ongoing	7-day click All convers
☐	turbocharged 7/7	455 Website purchases	12,797.60.٠٠	28.13.٠٠ Per Purchase	8.92%	9.67 Value, Purchase	123,745.00.٠٠	Using ad set bu... Shared	Ongoing	7-day click All convers
☐	golon	229 Website purchases	12,642.54.٠٠	55.21.٠٠ Per Purchase	4.07%	8.63 Value, Purchase	109,145.00.٠٠	500.00.٠٠	Ongoing	7-day click All convers
☐	car holder new	639 Website purchases	20,304.17.٠٠	31.77.٠٠ Per Purchase	7.44%	7.25 Value, Purchase	147,269.00.٠٠	500.00.٠٠	Ongoing	7-day click All convers
Results from 58 campaigns		5,643 Website purchases	237,661.44.٠٠ Total spent	42.12.٠٠ Per Purchase	6.66%	8.39 Value, Purchase	1,994,571.49.٠٠ Total			

EMO: EGP 182.7K+ spent across women’s fashion campaigns

The previous portfolio documented account-level spend and campaign examples across abaya and women’s fashion products.

182,698.62

EGP HISTORICAL ACCOUNT SPEND



EMO

No active campaigns



Date ▾

Status ▾

Total amount spent

182,698.62.م.ج

Spending limit

remaining 407.39.م.ج



EMO

No active campaigns



Date ▾

Status ▾



abaya 18/7

Off Sales

29

Website purchases

EGP244.35

Cost per Website purchase

EGP7,086.2

6

Spent



EMO

No active campaigns



Date ▾

Status ▾



AM | ABO | ABAYA TEST |

15/2

Off Sales

460

Website purchases

EGP125.83

Cost per Website purchase

EGP57,881.

76

Spent

DIMEX: EGP 152.8K+ spent across women’s footwear

Account-level proof is supported by multiple campaign screenshots showing purchase volume and cost-per-result data.

152,782.59

EGP HISTORICAL ACCOUNT SPEND

Dimex Website

7 active campaigns

Date

Status

Account overview

Hide

Total amount spent

Spending limit

152,782.59.م.ج

remaining 2,042.02.م.ج

Dimex Website

7 active campaigns

Date

Status

High performing

حملة الاديكس

Active Sales

438

Website purchases

EGP39.70

Cost per Website purchase

EGP17.39K

Spent

High-performing campaign

+2 points, 2 recommendations

Clog | video | 29/7

Active Sales

67

Website purchases

EGP84.97

Cost per Website purchase

EGP5.69K

Spent

Dimex Website

7 active campaigns

Date

Status

Clog | video | 2/8

Active Sales

197

Website purchases

EGP85.14

Cost per Website purchase

EGP16.77K

Spent

1 recommendation

+1 point

حملة السابوه من ع

Active Sales

420

Website purchases

EGP68.98

Cost per Website purchase

EGP28.97K

Spent

2 recommendations

+3 points

Earlier portfolio results add depth across products and campaign structures

KAREZMA STORE

karezma store

Spend limit reached

4

+

Date

Status

Total amount spent

Spending limit

90,330.55.م.ج

Account spending limit reached

KARVOO

karvoo

Spend limit reached

1

+

Date

Status

Total amount spent

Spending limit

246,035.0.م.ج

Account spending limit reached

0

karezma store

Spend limit reached

4

+

Date

Status

led lights 27/4

Not delivering Sales

101

Purchases (website and in-app)

EGP26.05

Cost per result

EGP2.63K

Spent

Off Sales

22/7

183

Website purchases

EGP37.06

Cost per result

EGP6.78K

Spent

karezma store

Spend limit reached

4

+

Date

Status

chain light 3/8

Not delivering Sales

143

Website purchases

EGP48.71

Cost per result

EGP6.97K

Spent

2/7 - Copy 2

Not delivering Sales

160

Website purchases

EGP57.10

Cost per result

EGP9.14K

Spent

Personal Charging

13/8

18

Website purchases

EGP80.46

Cost per result

EGP1.45K

Spent

karvoo

Spend limit reached

1

+

Date

Status

shower

Not delivering Sales

1.1K

Website purchases

EGP27.66

Cost per result

EGP31.67K

Spent

pro 12/8

Not delivering Sales

96

Website purchases

EGP49.99

Cost per result

EGP4.80K

Spent

per new

Not delivering Sales

639

Website purchases

EGP31.77

Cost per result

EGP20.30K

Spent

Soundcore R50i

Not delivering Sales

511

Website purchases

EGP43.54

Cost per result

EGP22.00K

Spent

karvoo

Spend limit reached

1

+

Date

Status

shower

Not delivering Sales

455

Website purchases

EGP28.13

Cost per result

EGP12.80K

Spent

pro 12/8

Not delivering Sales

229

Website purchases

EGP55.21

Cost per result

EGP12.64K

Spent

per new

Not delivering Sales

80

Website purchases

EGP41.10

Cost per result

EGP3.29K

Spent

Soundcore R50i

Not delivering Sales

36

Website purchases

EGP56.54

Cost per result

EGP2.00K

Spent

TikTok performance is documented across seven ad accounts

Selected account and dashboard screenshots show both scale and conversion efficiency across multiple e-commerce stores.

502,599.18

EGP DOCUMENTED SPEND

4,452

TIKTOK-REPORTED
CONVERSIONS
ACROSS THREE DASHBOARDS

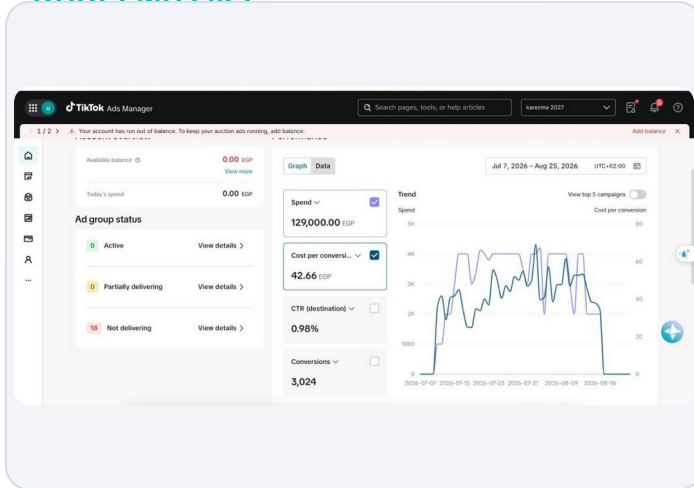
45.11

EGP WEIGHTED COST PER
CONVERSION ACROSS THOSE
ACCOUNTS

6.9M+ impressions were documented on the Karezma 2027 account alone.

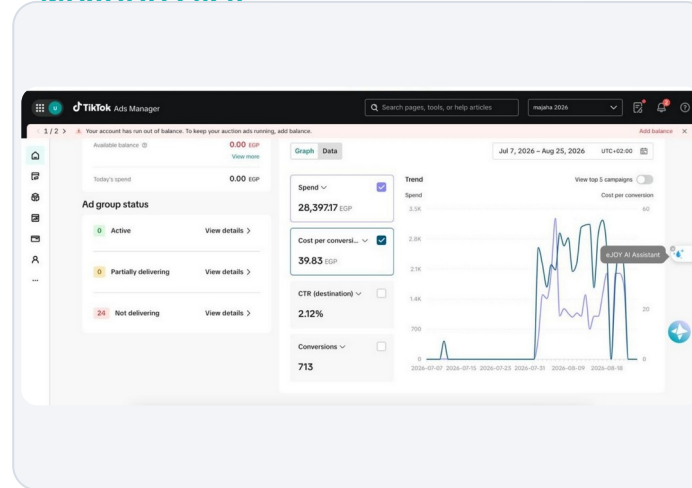
Three accounts demonstrate documented conversion volume and efficiency

KAREZMA 2027



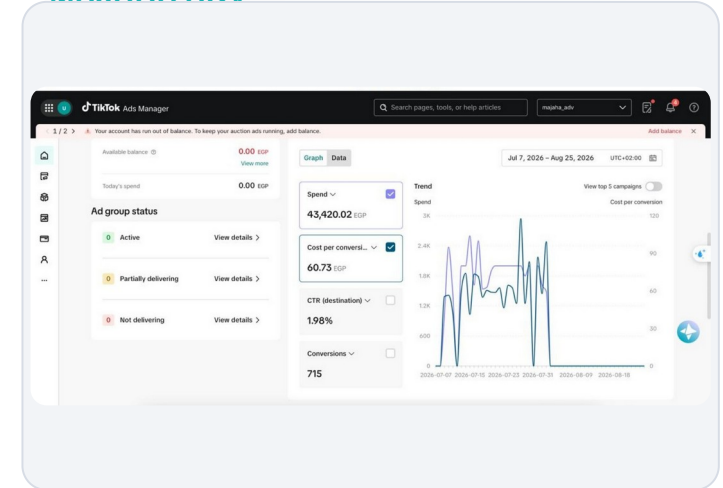
EGP 129,000 spend
3,024 conversions
EGP 42.66 cost / conversion

MA.1AHA 2026



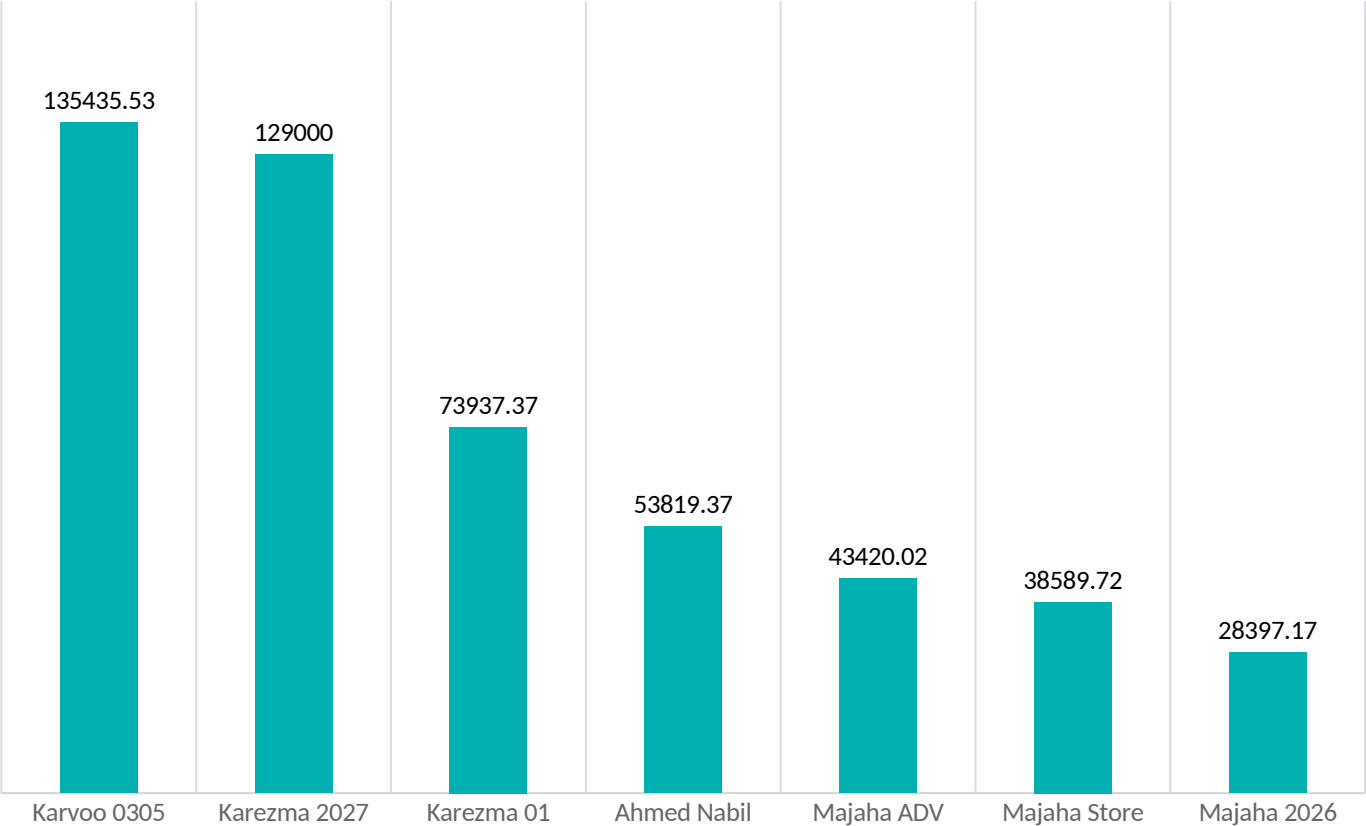
EGP 28,397.17 spend
713 conversions
EGP 39.83 cost / conversion

MA.1AHA ADV



EGP 43,420.02 spend
715 conversions
EGP 60.73 cost / conversion

Documented spend is distributed across multiple brands and account structures



TOTAL MANAGED SPEND

502.6K

EGP across 7 unique
TikTok ad accounts

Duplicate screenshots were excluded
from the total.

Seven years across Egypt and Saudi Arabia built market-specific judgment

EGYPT

- Product and offer validation
- COD-focused order economics
- Confirmation, delivery and return awareness
- Fast creative and campaign iteration

SAUDI ARABIA

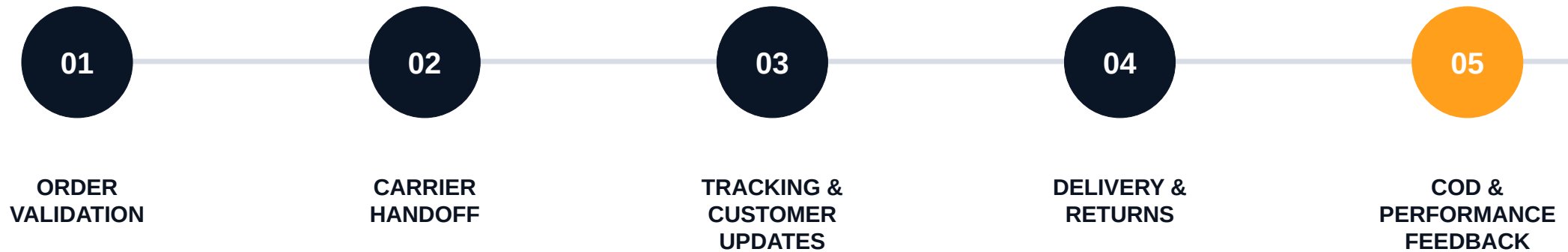
- Saudi-market pricing and offer thinking
- SAR unit economics and scalable acquisition
- Carrier and fulfillment coordination
- Local-market customer and delivery expectations

Shared discipline: product selection → offer → creative → store → order → delivery → iteration

Shipping performance is part of the conversion system

Three years of shipping experience connect acquisition decisions to what happens after checkout.

3 YEARS



The operating loop feeds delivery quality, cancellations and returns back into campaign, offer and product decisions.

Product-side experience sharpens commercial decisions

Manufacturing exposure adds a practical lens on readiness, cost, margin and the realities of scaling product-based businesses.

PRODUCT ECONOMICS

Connect production and product cost to pricing, offer strength and allowable acquisition cost.

READINESS & QUALITY

Account for packaging, quality, availability and operational readiness before aggressive scale.

GO-TO-MARKET ALIGNMENT

Align product, creative, media, store and fulfillment around one commercial target.

SECTORS SHOWN: WOMEN'S FASHION • FOOTWEAR • TRENDING PRODUCTS • AUTOMOTIVE & ELECTRONICS
JEWELRY • INDUSTRIAL & PRODUCT-BASED BUSINESSES

A performance loop built around business outcomes

01 **UNDERSTAND THE ECONOMICS** Margin, pricing, target CPP, delivery risk and the real break-even point.

02 **TEST WHAT MOVES DEMAND** Offers, creative angles, audiences, landing experience and product-market response.

03 **SCALE WITH CONTROL** Budget expansion tied to sales quality, order flow, delivery and sustainable returns.

Industry events strengthen my e-commerce perspective

TAAGER X TIKTOK



Platform-led sessions
TikTok commerce
and revenue growth

COMMUNITY EVENTS



E-commerce community
Founder and operator
networking

PLATFORM NETWORKING



Market conversations
Performance, stores,
shipping and scale

LET'S BUILD PROFITABLE GROWTH.

Looking for someone who sees the business beyond the ad account?

Available for senior roles, freelance engagements and e-commerce partnerships across Egypt and the GCC.

EMAIL

Ahmedmohamednabil2021@gmail.com

WHATSAPP

+20 102 195 2524