

OMAR MOHAMED SAMIR

DIGITAL MARKETING | E-COMMERCE | SOCIAL MEDIA MODERATION

Cairo, Egypt | +20 106 694 6228 | omar.mohamed242008@gmail.com

PROFILE

Digital marketing and e-commerce professional with experience in social media moderation, customer communication, Shopify operations and Meta advertising. Built and operated an automotive-accessories store and developed a complete hair-care business and marketing project at Total Tech. Connects customer insight, campaign planning and practical operations.

PROFESSIONAL EXPERIENCE

Digital Marketing & Media Buying | Total Tech

Aug 2026 - Present

- Developing a complete leave-in conditioner business and digital marketing project for presentation to the company team.
- Built a 45-page presentation covering market research, competitors, audience, customer journey, media strategy, retention, retail activation and economics.
- Designed a 70,000 EGP media plan across 45 days; prepared campaign assets and Meta/TikTok drafts across awareness, engagement, conversion and retargeting.

Founder & E-commerce Manager | 3arabety

Apr 2026 - Jul 2026

- Built and managed a Shopify automotive-accessories store, including product setup, page customization and daily operations.
- Managed customer communication, order flow and shipping setup through Bosta.
- Ran Meta campaigns and managed daily budgets across the journey from product discovery to order processing.

Social Media Moderator | RFCO Real Estate

Jun 2025 - Jan 2026; May 2026 - Sep 2026

- Responded to customer DMs, comments and property enquiries with a clear professional brand tone.
- Followed up with interested prospects and directed or escalated enquiries to the appropriate team.
- Organized moderation follow-up through shared tracking sheets and regular team communication.

LANGUAGES

Arabic: Native | English: Conversational

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SELECTED PROJECT / VELORA

Full business and digital marketing concept

Developed during the initial three-month training period at Total Tech.

- Product brief and positioning: translated hair-care needs into a daily-use proposition, brand personality and communication direction.
 - Research and audience: compared competitor tiers and propositions; developed demographic and psychographic audience profiles for a Cairo launch.
 - Customer journey: connected social discovery, evaluation, retargeting, purchase, usage guidance, reviews and repeat purchase.
 - Media plan: defined phased allocation, conditional budget transfers, qualified-lead criteria and stage-specific KPIs.
 - Creative execution: directed AI-assisted brand and product visuals; prepared five campaign concepts across feed, Stories and TikTok, a six-card carousel and video assets.
 - Video delivery: refined text placement, transitions and a continuous soundtrack; prepared 9:16, 4:5, square and landscape versions.
 - Offline and cost planning: proposed pharmacy placements and a mall booth; assembled a provisional 200,000 EGP activity budget and cost-per-order assumptions.
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SKILLS & TOOLS

Marketing: Meta Ads Manager, TikTok Ads Manager, audience research, campaign planning, budget allocation, funnel KPIs and creative testing.

E-commerce and support: Shopify, Bosta shipping workflow, customer DMs, enquiry follow-up, order processing and moderation.

Content and productivity: Canva, PowerPoint, Google Sheets / Excel, AI-assisted research, prompts and iterative content review.

EDUCATION

High School - Science Track (Languages), Egypt
Currently enrolled | Expected graduation: 2027

PORTFOLIO

Complete portfolio: strategy, practical experience, creative assets and the original 45-page project presentation.

Upwork professional profile