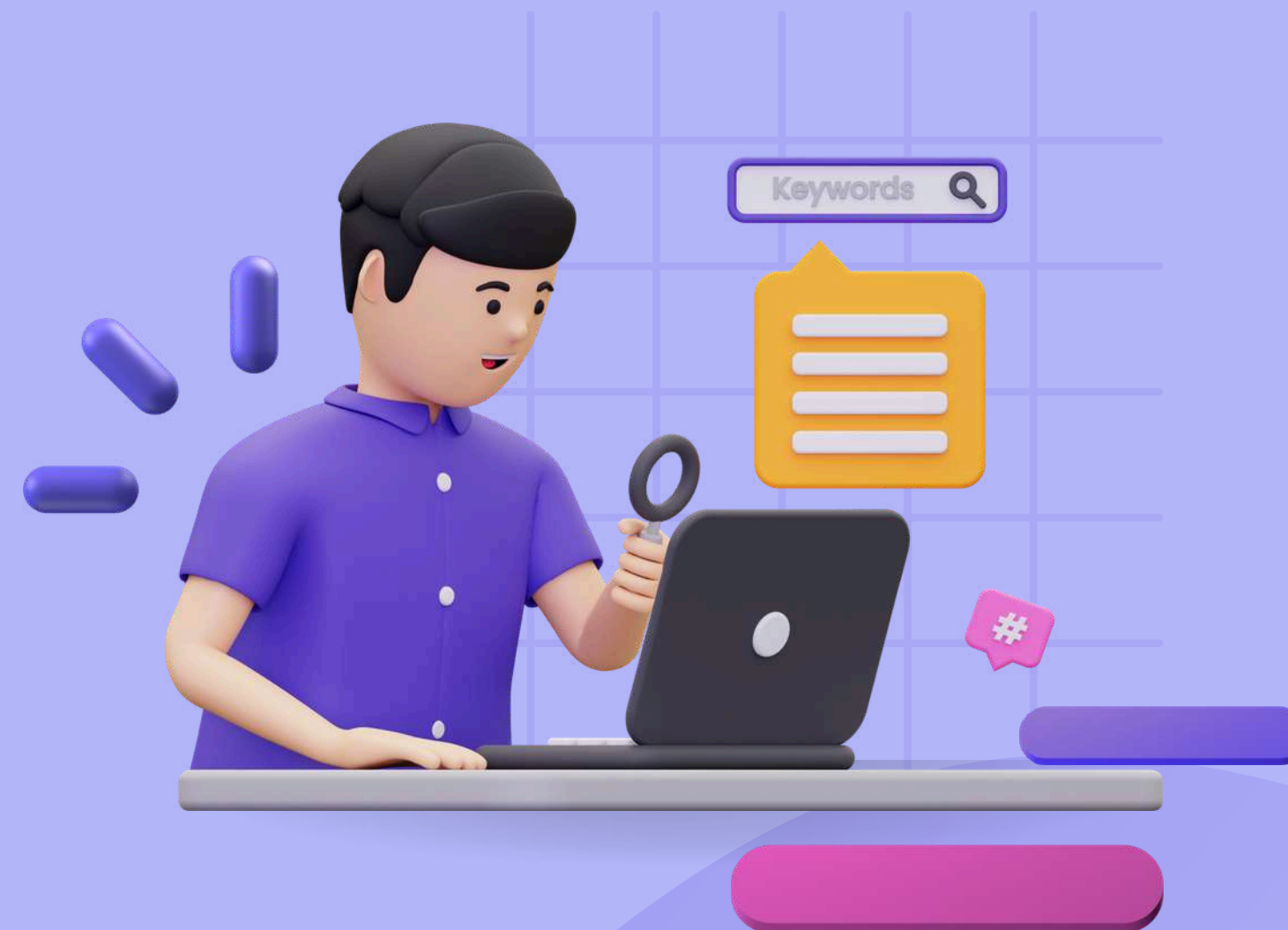


ملف الأعمال

ابدأ





الهدف الوظيفي:

مسوّق رقمي ومتخصص في التجارة الإلكترونية، بخبرة متنوعة في إدارة الحملات وتحليل الأداء وتطوير الأعمال، مع مهارات تقنية وإبداعية تدعم تحقيق نمو المبيعات وتحسين الوجود الرقمي.

المؤهل التعليمي:

ماجستير إدارة أعمال

سنة التخرج: 2025

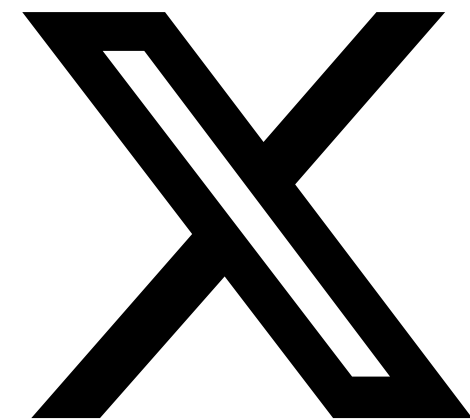
التخصص: تسويق

الجامعة: جامعة المنصورة

السيرة الذاتية



تسويق عبر منصات السوشيال ميديا



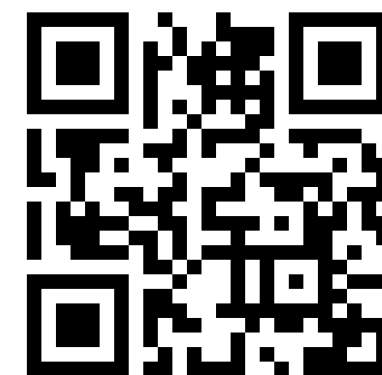


شركاء العمل



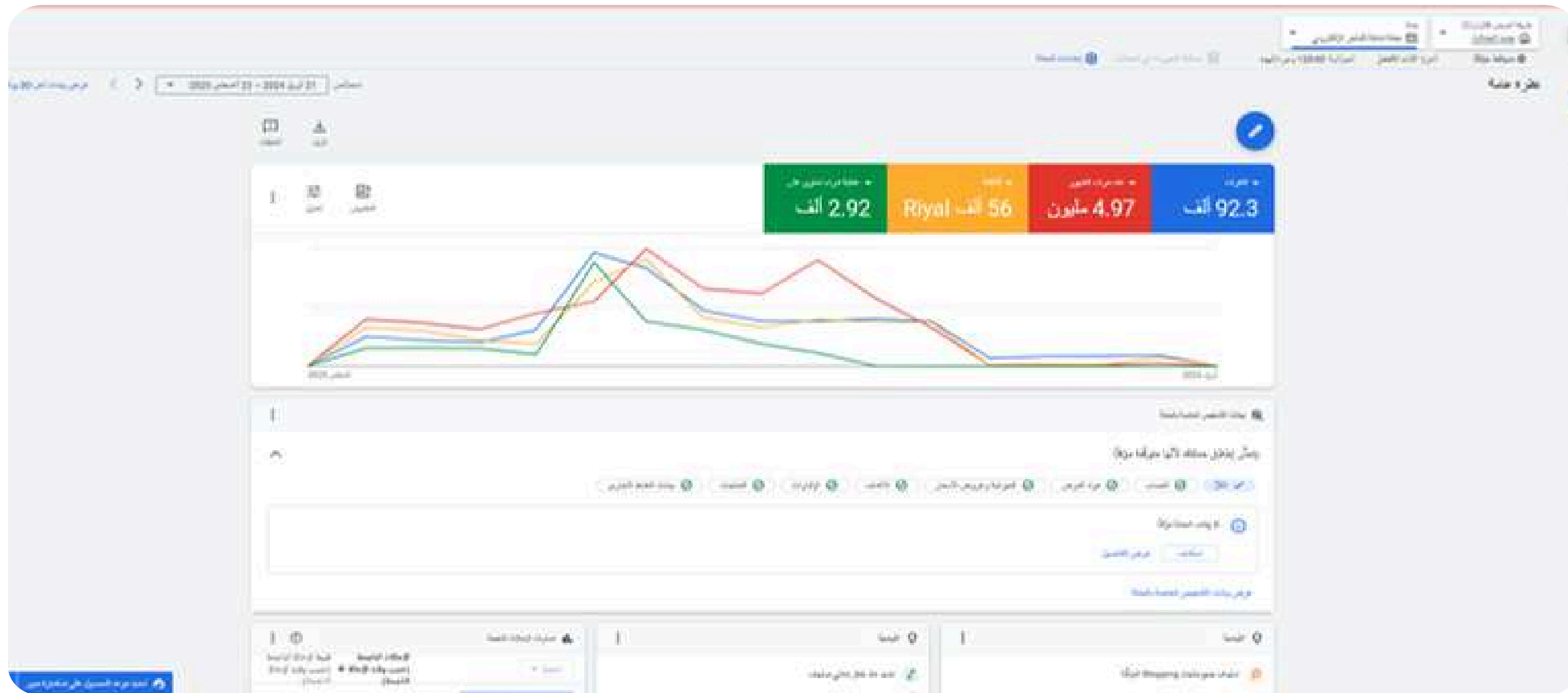


ادارة حسابات تواصل إجتماعي 



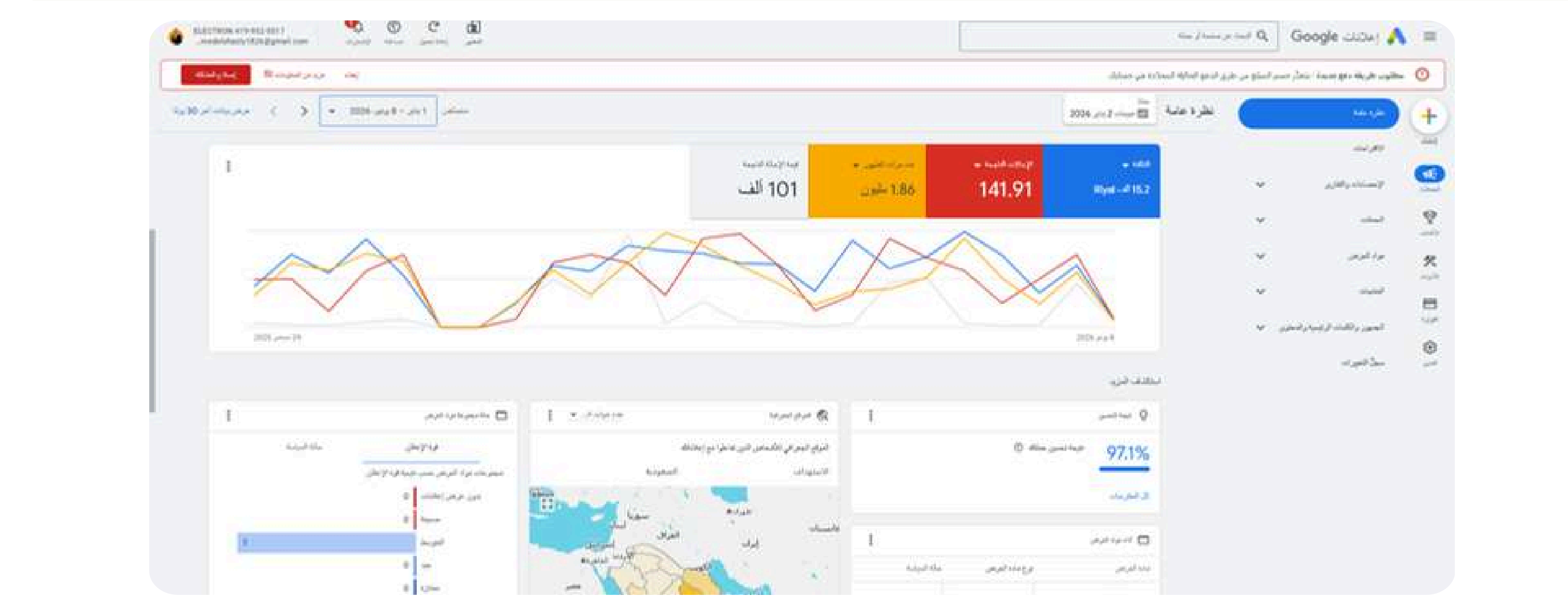


نتائج الحملات جوجل

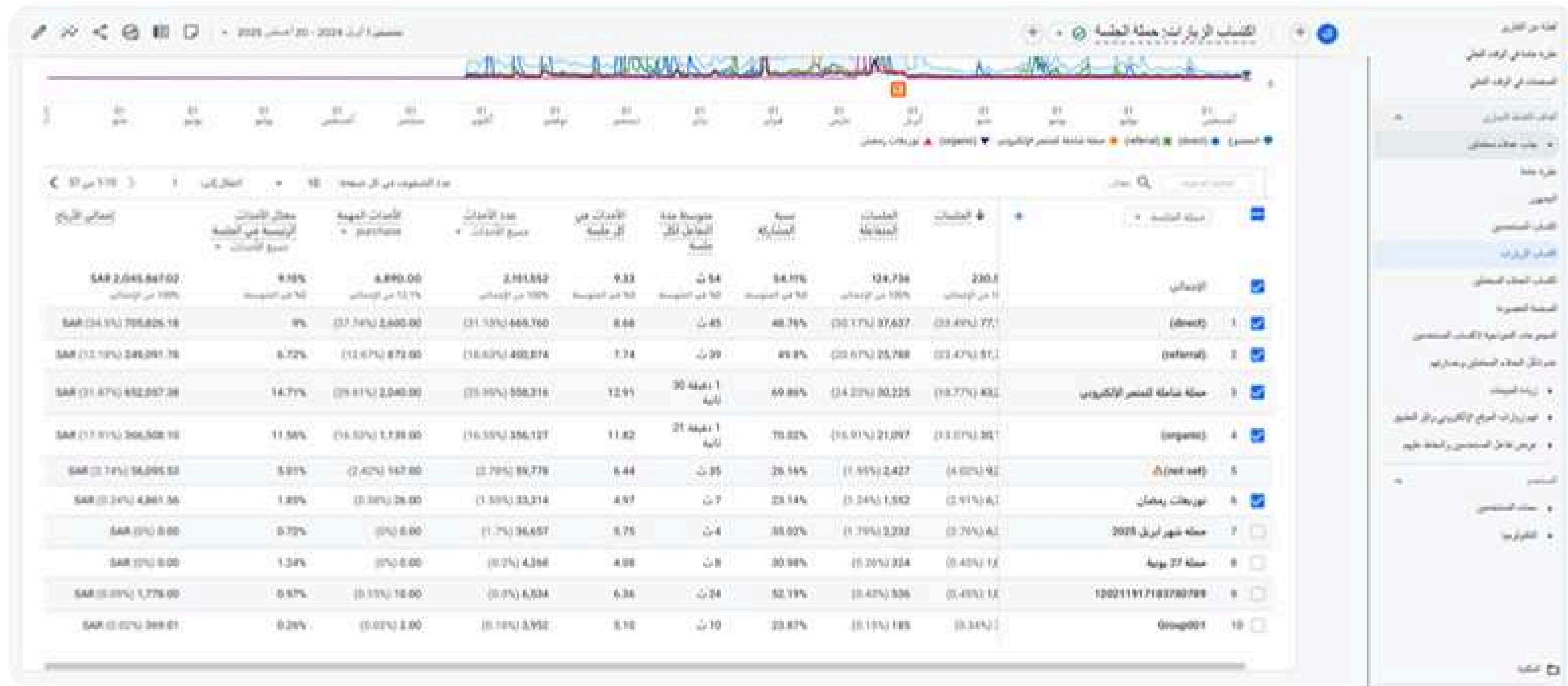


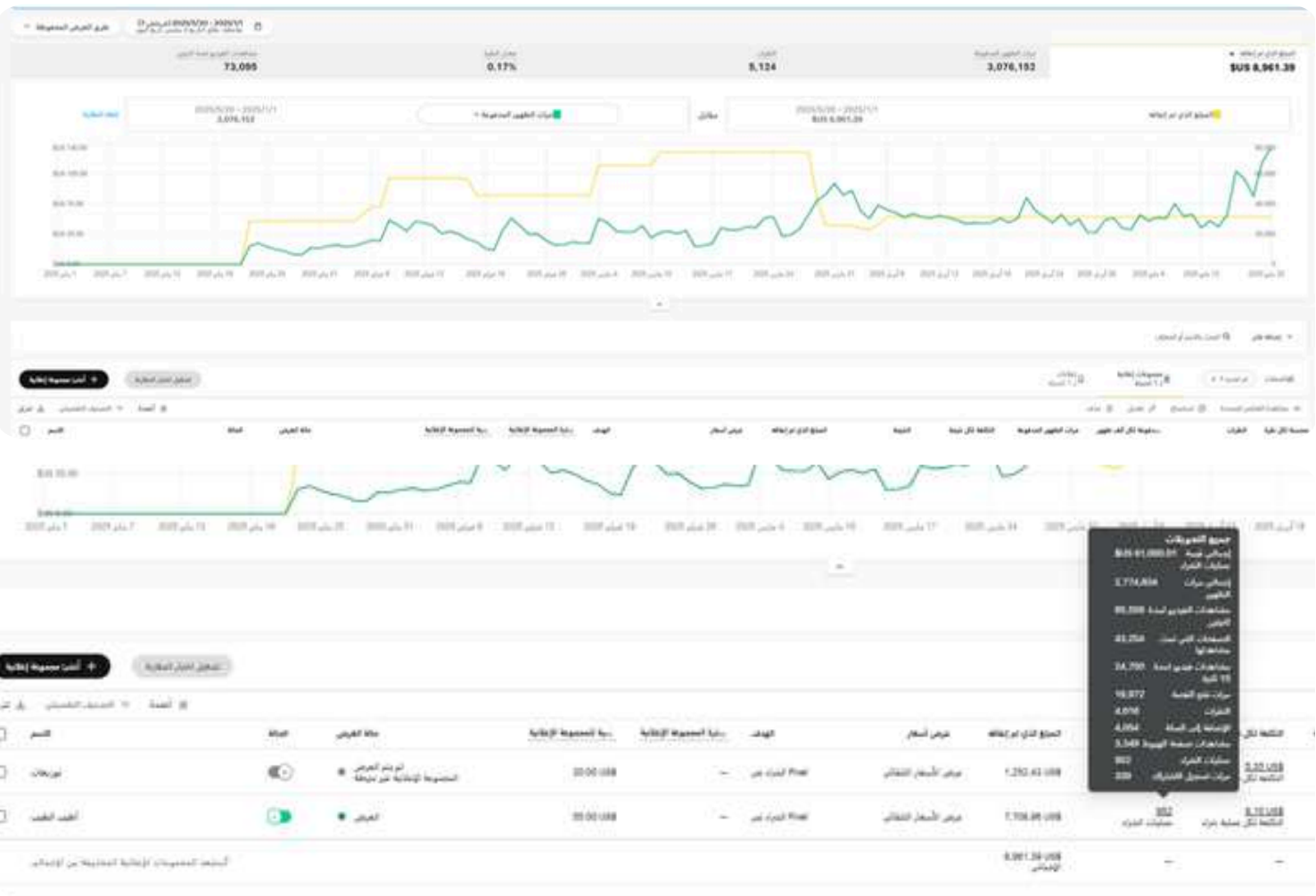
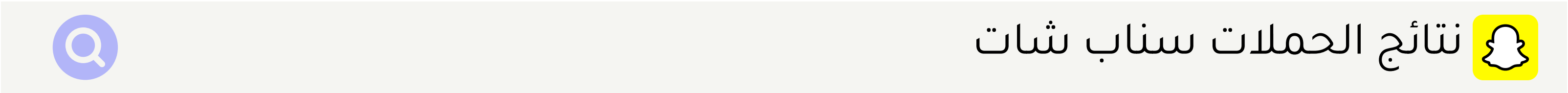
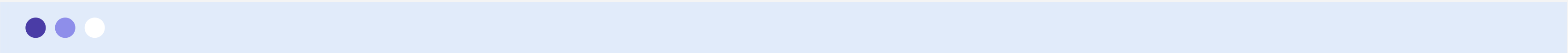


نتائج الحملات جوجل

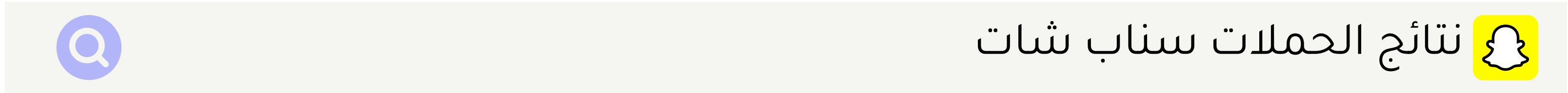
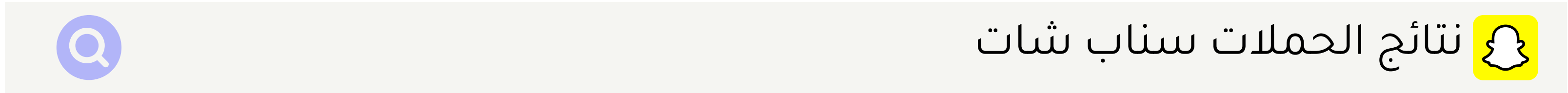
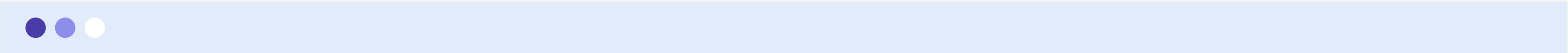


نتائج التحليل لحملات جوجل

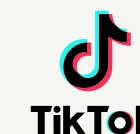




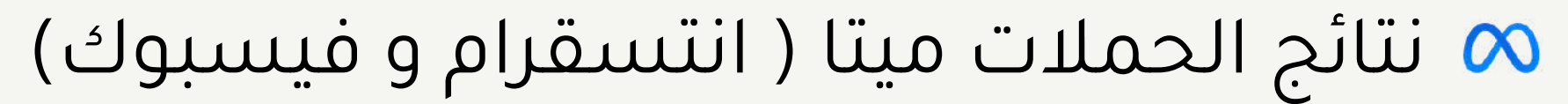


[illegible]

[illegible]



1/2 Your Business Name and Street Address must be written in Arabic in accordance with local laws. You can edit them in your account settings. Create Search & Filter 2025-10-01 - 2026-01-09 Custom										
Campaign	On/off	Name	Status	Cost	Impressions	Clicks (destination)	CTR (destination)	Conversions	Cost per conversion	Conversion rate (CVR)
All group		You have 1 draft campaign								
Ad		12*150 افراس	Active	776.68 SAR	106,373	465	0.44%	99	7.83 SAR	0.00%
		12-22 عمل معلن	Paused Campaign paused	564.00 SAR	53,967	190	0.36%	23	24.52 SAR	0.04%
		Copy 1 of 11-4 عمل معلن	Paused Campaign paused	777.20 SAR	165,831	426	0.27%	70	11.10 SAR	0.04%
		11-4 عمل معلن	Paused Campaign paused	4,195.67 SAR	643,852	2,625	0.44%	622	6.75 SAR	0.10%
		2025102235103 افراس	Paused Campaign paused	191.27 SAR	77,564	565	0.75%	0	0.00 SAR	0.00%
Total of 1 campaigns			-	4,482.83 SAR	1,091,557	4,495	0.43%	814	7.96 SAR	0.08%

[illegible]



نتائج الحملات ميتا (انتسقرام و فيسبوك)

We're evolving how we measure results. Starting March 17, 2026, click results will report website and in-page conversions, like purchases, only after link clicks. Engagement results will report these conversions after all other ad actions. [About this update](#)

Campaigns | bankatoptical (\$5858799) | Updated just now | [Review and publish](#) | [Create a view](#)

Describe what you're looking for

Campaigns | Ad sets | Ads | Sep 1, 2025 - Jun 8, 2026

[+ Create](#) | [Duplicate](#) | [Edit](#) | [Analyze](#) | [A/B test](#) | [More](#) | [Columns](#) | [Breakdown](#) | [Grouping](#) | [Download](#) | [Print](#)

☐	Off / On	Campaign	Delivery	Actions	Attribution setting	Results	Reach	Frequency	Cost per result	Budget	Amount spent	Ends
☐	☒	Awareness National day 95	Off	—	7-day click or ... All conversions	396,799 Reach	396,799	1.33	1.05 ر.م. Per 1,000 People Rea...	Using ad set bu...	412.84 ر.م.	
☐	☒	حملة إعلانية جديدة بهدف الوعي 11-20	Off	—	7-day click or ... All conversions	25,823 Reach	25,823	1.03	0.73 ر.م. Per 1,000 People Rea...	Using ad set bu...	18.83 ر.م.	
☐	☒	حملة رسائل	Off	—	7-day click or ... All conversions	10,484 Landing Page Views	320,673	2.46	0.33 ر.م. Per Landing Page Vie...	Using ad set bu...	3,442.99 ر.م.	
☐	☒	Traffic Campaign Hearing care Open Month	Off	—	7-day click or ... All conversions	8,510 Landing Page Views	145,671	1.87	0.13 ر.م. Per Landing Page Vie...	Using ad set bu...	1,132.13 ر.م.	
☐	☒	حملة إعلانية جديدة بهدف الزيارات 1-21 - فريض العطار	Off	—	7-day click or ... All conversions	2,873 Landing Page Views	391,438	2.00	0.22 ر.م. Per Landing Page Vie...	Using ad set bu...	1,751.22 ر.م.	
☐	☒	New Traffic Campaign 10-12-2025	Off	—	7-day click or ... All conversions	3,191 Landing Page Views	239,966	2.78	0.49 ر.م. Per Landing Page Vie...	Using ad set bu...	1,551.91 ر.م.	
☐	☒	حملة إعلانية جديدة بهدف التفاعل - برونايل السماعات	Off	—	1-day click All conversions	1,834 Profile and Page visits	61,257	1.94	0.25 ر.م. Cost per visit	Using ad set bu...	449.80 ر.م.	
☐	☒	23-11 - Hearing Campaign	Off	—	7-day click or ... All conversions	852 Messaging Conversat...	261,008	2.10	3.88 ر.م. Per Messaging Con...	Using ad set bu...	3,333.31 ر.م.	
Results from 67 campaigns												

[illegible]

نتائج الحملات ميتا (انتسقرام و فيسبوك)



إيقاف / تشغيل	الحملة الإعلانية T1	العرض T4	الإجراءات	إيقافه T1	الوصول T4	مرات الظهور T4	الناتج T4	التكلفة لكل نتيجة T4	معدلات التحويل T4	التكلفة لكل مبيعات T4
●	حملة 2	متوقف	—	رهن: ١٢٩,٧٢٦	١٠٥,٧٧٣	١١٤,٥٣٨	١٠٥,٧٧٣	١٠٥,٧٧٣	١	١٠٥,٧٧٣
●	حملة إعلانية جديدة بهدف التفاعل T1-T5	متوقف	—	رهن: ٣٣,٢٧٢	١٨,٢٣٦	٢٥,٧٥٣	٢٥,٧٥٣	٢٥,٧٥٣	٣	٢٥,٧٥٣
●	زيارات T1-T5	متوقف	—	رهن: ٢٦٨,٧٢٦	٨٤,٨٣٧	١٢٤,٣٤٨	٨٤,٨٣٧	١٩٤٣	٢٥	١٩٤٣
●	حملة إعلانية جديدة بهدف التفاعل T1-T5	متوقف	(٢) توصية واحدة	رهن: ٨,٢٩٦,٩٣٦	٣٣٩,٤٤٣	١,٠١٥,٧٥٣	٣٣٩,٤٤٣	١,٠١٥,٧٥٣	١,٠١٥	١,٠١٥
●	CERATIN-START	متوقف	—	رهن: ١,٣٩٦,٧٢٦	١٣٥,٦٥٥	١٥٩,٧٨٥	١٣٥,٦٥٥	١٥٩,٧٨٥	٤١٤	٤١٤
●	Hamdan-Insta	متوقف	—	رهن: ١,٣٩٦,٧٢٦	١٥٥,٦٥٥	٢٥٧,٨٥٥	١٥٥,٦٥٥	٢٥٧,٨٥٥	٤٥٤	٤٥٤
●	حملة إعلانية جديدة بهدف التفاعل T1-T5	متوقف	—	رهن: ٢٦٨,٧٢٦	٤٩,١٤٤	٥١,٣١٨	٤٩,١٤٤	٥١,٣١٨	٢٢٥	٢٢٥
●	حملة إعلانية جديدة بهدف التفاعل T1-T5	متوقف	—	رهن: ٣٣٩,٤٤٣	٣٨,٥٣٦	٤٥,٧٤٥	٣٨,٥٣٦	٤٥,٧٤٥	٢٥٥	٢٥٥
●	حملة T2-T5	متوقف	—	رهن: ١٣٩,٧٢٦	٥٢,٣٤٣	٧٥,٩٩٨	٥٢,٣٤٣	٧٥,٩٩٨	١٣٢	١٣٢
●	النتائج من 18 من الحملات الإعلانية	متوقف	—	رهن: ١,٣٩٦,٧٢٦	١٥٥,٦٥٥	٢٥٧,٨٥٥	١٥٥,٦٥٥	٢٥٧,٨٥٥	٤٥٤	٤٥٤



الشهادات



7 Courses

Foundations of Digital Marketing and E-commerce

Attract and Engage Customers with Digital Marketing

From Likes to Leads: Interact with Customers Online

Think Outside the Inbox: Email Marketing

Assess for Success: Marketing Analytics and Measurement

Make the Sale: Build, Launch, and Manage E-commerce Stores

Satisfaction Guaranteed: Develop Customer Loyalty Online



May 12, 2025

Mohamed Elshazly

has successfully completed the online, non-credit Professional Certificate

Google Digital Marketing & E-commerce

Those who earn the Google Digital Marketing & E-commerce Professional Certificate have completed seven-courses, developed by Google, that include hands-on, practice-based assessments and are designed to prepare them for entry-level roles in the field. They are competent in foundational skills in digital marketing and e-commerce.

The online specialization named in this certificate may draw on material from courses taught on campus, but the included courses are not equivalent to on-campus courses. Participation in this online specialization does not constitute enrollment at this university. This certificate does not confer a University grade, course credit or degree, and it does not verify the identity of the learner.

Amanda Brophy

Amanda Brophy
Global Director of
Google Career
Certificates

Verify this certificate at:
<https://coursera.org/verify/professional-cert/B3Q650WCWHMZ>



3 Courses

Getting Started with TikTok

TikTok for Business

Advertising and E-commerce on TikTok



May 12, 2025

Mohamed Elshazly

has successfully completed the online, non-credit Specialization

Marketing with TikTok

In this specialization, learners learned how to build and maintain a brand presence on TikTok as well as how to develop a marketing strategy on TikTok. Learners learned how to set up e-commerce integration with the TikTok account, execute a campaign with TikTok Ads Manager, and analyze data to inform future marketing strategy.

The online specialization named in this certificate may draw on material from courses taught on campus, but the included courses are not equivalent to on-campus courses. Participation in this online specialization does not constitute enrollment at this university. This certificate does not confer a University grade, course credit or degree, and it does not verify the identity of the learner.

Anke Audenaert

Anke Audenaert
CEO & Co-Founder Aptly
Adj. Professor, UCLA
Anderson School of
Management

Verify this certificate at:
<https://coursera.org/verify/specialization/4GUX1IM7DSVU>



الشهادات





5 Courses

Introduction to Google SEO

Google SEO Fundamentals

Optimizing a Website for Google Search

Advanced Content and Social Tactics to Optimize SEO

Google SEO Capstone Project



May 20, 2025

Mohamed Elshazly

has successfully completed the online, non-credit Specialization

Search Engine Optimization (SEO)

Designed and taught by industry-leading professionals, the SEO Specialization provides you with modern real-world experiences, knowledge and skills needed to optimize websites for search engines. You'll learn the key theories on how search engine optimization works and then practice and apply essential, hands-on SEO skills, such as:

- On-page and off-page optimization
- Optimizing search for local and international audiences
- Aligning SEO with overall business strategies
- Performing intelligent keyword search
- Conducting a full website audit
- Developing great content
- Making recommendations to improve optimization

The Specialization culminates in an integrative Capstone Project in which you will conduct and lead a comprehensive SEO consulting project.

The online specialization named in this certificate may draw on material from courses taught on-campus, but the included courses are not equivalent to on-campus courses. Participation in this online specialization does not constitute enrollment at this university. This certificate does not confer a University grade, course credit or degree, and it does not verify the identity of the learner.

Rebekah May

Rebekah May, SEO
Manager & Lead SEO
Instructor
Dave Lloyd, Senior
Manager, Global Search
Marketing
Eric Enge, CEO, Stone
Temple Consulting

Verify this certificate at:
<https://coursera.org/verify/specialization/SL86IBW6G6C5>



Sep 12, 2024

Mohamed Elshazly

has successfully completed

Google Ads for Beginners

an online non-credit project authorized by Coursera Project Network and offered through Coursera

Binita Sinha

Binita Sinha
Marketing Manager - Paid Media
Coursera

PROJECT
CERTIFICATE



Verify at:
<https://coursera.org/verify/0YW29150YUQK>
Coursera has confirmed the identity of this individual and their participation in the project.

شكراً



Riyadh, Saudi Arabia



Mohamedelshazly1826@gmail.com



+966 544 22 4921



Linkedin.com/in/mohamedelshazly96