

SHAMS ABDELWAHAB

Social Media Specialist • Account Manager • Media Buyer

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PROFESSIONAL SUMMARY

Marketing professional combining social media management, paid media (Meta Ads) and client-facing sales. Most recently Sales Manager & Media Buyer at Advisor Marketing Agency, which I joined at launch and helped build from zero: winning clients, writing their growth strategies and commercial proposals, and planning their ad funnels. Alongside that, I lead marketing for Protect Me, a car-protection brand with 79K+ Instagram followers across three Cairo branches. Comfortable in front of the camera; the UGC reels I created for Advisor include one that reached 401K views.

WORK EXPERIENCE

Sales Manager & Media Buyer | Advisor Marketing Agency

May 2026 – Sep 2026

Early-stage marketing agency, Cairo. Joined from day one.

- Built the agency's sales process from scratch: lead follow-up, discovery calls, proposals and closing for social media and Meta Ads retainers.
- Wrote full growth strategies and commercial proposals for prospects across interior design & contracting, architecture, fitness, EdTech (US market) and B2B tech, each with market research, positioning, a 1–3-month content plan and an ads funnel.
- Planned Meta Ads funnels (awareness → engagement → leads/messages → retargeting), audience strategy, budget splits and KPI frameworks for client proposals.
- Packaged and sold the agency's core monthly offer: 10 Reels, 20 designs with copy, 30 Stories and Meta Ads management.
- Wrote a complete brand "Company Bible" (identity, positioning, sales playbook, brand voice, website spec) for B2S Solutions.
- Presented and scripted UGC reels for the agency's own Instagram; one reel reached 401K views.

Marketing Team Leader | Protect Me

Feb 2026 – Present

Car paint-protection (PPF) & window-tint brand. 79K+ Instagram followers; branches in New Cairo, Sheikh Zayed and El Rehab.

- Set and run the monthly marketing strategy, content plans and social media calendars.
- Lead the marketing team and track KPIs; manage engagement and community across platforms.
- Coordinate photography, videography and external agencies; review content performance and optimise.

Marketing Manager | E-Protect / Protect It / Protect X

May 2025 – Jan 2026

Car-protection group brands, incl. Elite Protect (New Cairo & El Gouna).

- Planned and ran digital marketing across multiple brands and branches.
- Built campaigns for brand awareness and engagement; managed social accounts and performance tracking.
- Briefed and coordinated designers and content creators.

Web Developer | Explore Academy

2025

- Built the academy website on WordPress & Elementor, with marketing landing pages and a clearer course structure.

Account Manager | Forbed Agent

2024

- Managed client accounts, ad projects and creative deliverables; coordinated marketing and design teams.

Earlier Roles | Healthcare & Real Estate

2024

- Marketing & Medical Representative, National Thyroid Center: promoted services, managed client relationships and supported awareness campaigns.
- Administrative Secretary & HR Officer, Express Real Estate Developer: ran admin operations, recruitment and internal communications.

CORE SKILLS

Paid Media: Meta Ads Manager • Funnel Planning • Audience Targeting & Retargeting • Budget Allocation • KPI Reporting

Social Media: Content Strategy • Content Calendars • Community Management • UGC & On-Camera Presenting • Brand Voice

Sales & Accounts: Proposals & Pitching • Client Discovery • Account Management • Lead Follow-up • Team Leadership

Tools: WordPress • Elementor • Microsoft Office

EDUCATION, CERTIFICATIONS & LANGUAGES

Bachelor of Sociology — Ain Shams University (2024)

Certifications: Coding Course (Ain Shams University) • Psychological Qualification & Behavior Modification • Human Development • Skills Development & Speech Therapy

Languages: Arabic (Native) • English (Professional working proficiency, B2)