

Shams Abdelwahab.

- Social Media Specialist
- Account Manager
- Media Buyer

I plan what a brand posts, sell the plan to the client, and run the Meta ads that turn it into messages and leads. Most recently I was **Sales Manager & Media Buyer at Advisor Marketing Agency**, a startup I joined on day one. I also lead marketing for **Protect Me**, a car-protection brand with 79K Instagram followers and three branches.

79.2K Instagram followers on Protect Me, the brand I lead marketing for	401K views on a UGC reel I presented for Advisor	448 messaging conversations from Meta campaigns I ran in 30 days	Day 1 joined Advisor at launch and built its sales process
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Where I've worked

May 2026 – Sep 2026

Sales Manager & Media Buyer

Advisor Marketing Agency · Cairo

- **Built sales from zero** at an early-stage agency: lead follow-up, discovery calls, proposals and closing.
- Wrote growth strategies and commercial proposals for clients in interior design, architecture, fitness, US EdTech and B2B tech.
- Planned Meta Ads funnels, audiences, budget splits and KPI frameworks for every proposal.
- Sold the core retainer: 10 Reels, 20 designs with copy, 30 Stories a month, plus Meta Ads management.
- Presented UGC reels for the agency's own Instagram, including one that reached **401K views**.

Feb 2026 – Present

● Current

Marketing Team Leader

Protect Me · PPF & window tint

- Set the monthly marketing strategy, content plans and social calendars for a **79K-follower** brand with branches in New Cairo, Sheikh Zayed and El Rehab.
- Lead the marketing team, track KPIs and manage community and engagement.
- Direct photography, videography and outside agencies; review performance and optimise.

May 2025 – Jan 2026

Marketing Manager

E-Protect / Protect It / Protect X

- Ran digital marketing across several car-protection brands and branches, including Elite Protect (New Cairo & El Gouna).
- Built awareness and engagement campaigns; managed social accounts and performance tracking.
- Briefed and coordinated designers and content creators.

2024 – 2025

Earlier roles

Agency, web and client-facing work

- **Web Developer, Explore Academy:** built the site on WordPress & Elementor with marketing landing pages.
- **Account Manager, Forbed Agent:** managed client accounts, ad projects and creative delivery.
- **Marketing & Medical Rep, National Thyroid Center** and **Admin & HR, Express Real Estate Developer.**

Car protection, from Cairo to El Gouna



Protect Me
@protect_me_egypt

79.2K

followers

2,522

posts

3

branches

Premium PPF, window tint and colour PPF. I lead the marketing team: strategy, content calendar, shoots and community.

New Cairo

Sheikh Zayed

El Rehab

PPF

Window Tint

[View on Instagram →](#)



Elite Protect
@eliteprotectegypt01

19.9K

followers

384

posts

2

locations

Luxury paint protection film, positioned around high-end marques (Mercedes, Porsche, BMW, Cupra, Avatr).

New Cairo

El Gouna

Luxury

PPF

[View on Instagram →](#)

I'm also the face in the video



Scripted and presented for Advisor Marketing Agency

Egyptian-Arabic reels for the agency's own account, where I appear on camera to speak directly to business owners about their marketing.

The camcorder-style reel "*let me tell you how you're getting scammed*" reached 401K views, far beyond the account's roughly 16K followers.

Meta campaigns I ran at Advisor

448

messaging conversations

EGP 35.39

average cost per conversation

234,964

impressions

EGP 15,854

amount spent

CAMPAIGN	LIVE SINCE	CONVERSATIONS	COST / CONV.	SPENT (EGP)	REACH
Messages A	Sep 1	243	43.33	10,528.25	139,314
Messages B	Sep 23	131	26.38	3,456.35	28,833
Messages C	Sep 23	74	25.26	1,869.44	15,013
Total		448	35.39	15,854.04	-

All three use Meta's messaging objective. The two campaigns launched on Sep 23 brought 205 conversations in their first days at about EGP 26 each, around 40% cheaper than the first campaign. Reach isn't added up because the same people can see more than one campaign.

Ads

Last 30 days: Aug 28, 2026 - Sep 26, 2026

Results T1	Cost per result	T1	Budget T1	Amount spent	T1	Impressions T1	Reach T1	Schedule T1	Ends T1
—	—	—	909.00 ₪	—	—	—	—	Aug 25, 2026 - Ongoing	Ongoing
—	—	—	700.00 ₪	—	—	—	—	Aug 25, 2026 - Ongoing	Ongoing
—	—	—	100.00 ₪	—	—	—	—	Jul 21, 2026 - Ongoing	Ongoing
—	—	—	108.00 ₪	—	—	—	—	Jul 21, 2026 - Ongoing	Ongoing
131	26.38 ₪	Using campaign...	3,456.35 ₪	38,412	28,833	Sep 25, 2026 - Ongoing	Ongoing		
74	25.26 ₪	Using campaign...	1,869.44 ₪	19,137	15,013	Sep 23, 2026 - Ongoing	Ongoing		
243	43.33 ₪	2,000.00 ₪	10,528.25 ₪	177,415	139,314	Sep 1, 2026 - Ongoing	Ongoing		
—	—	1,000.00 ₪	0.00 ₪	—	—	Aug 2, 2026 - Ongoing	Ongoing		

Meta Ads Manager, last 30 days (Aug 28 – Sep 26, 2026). Campaign names hidden.

Plans I wrote for Advisor's clients



INTERIOR DESIGN & CONTRACTING 90 DAYS

Arabico: 90-Day Digital Growth Strategy

Market sizing with cited sources, positioning as an engineering office you can trust, and a three-month plan from awareness to WhatsApp leads.



ARCHITECTURE & INTERIORS 1 MONTH

INEX Creative: One-Month Growth Proposal

Brand audit built only on verified facts, a content system of 10 Reels, 20 posts and 30 Stories, and a commercial offer.



FITNESS • 2 BRANCHES 3 MONTHS

War Gym: Strategy + Commercial Offer

A "daily war" positioning no local gym uses, a Meta Ads funnel that converts through WhatsApp, and KPI targets set after a baseline month.



EDTECH • US MARKET 3 MONTHS

Glottical: 3-Month Growth Strategy

An online Islamic school for US families. Five Meta campaigns around a free placement test, with Pixel + Conversions API and ads refreshed as they fatigue.

B2B TECH • BRAND FOUNDATION

17 PAGES

B2S Solutions: Company Bible

A single reference for a software & AI solutions company: identity and positioning, services, target market, sales playbook, brand voice and website spec. Written so a designer, a salesperson or an AI agent can act for the brand without asking.

B2

C

The funnel behind every plan

STAGE 1 Awareness Reels and video views to reach cold audiences and test which creative angle lands. Reach · CPM · ThruPlay	STAGE 2 Engagement Build warm audiences from video viewers and profile engagers. Community content keeps them close. Engagement rate · Saves · Profile visits	STAGE 3 Leads & messages WhatsApp and Messenger campaigns or lead forms, because Egyptian buyers want to ask before they book. Conversations · Cost per conversation · CPL	STAGE 4 Retargeting Offers and proof for people who engaged but didn't message. Budget moves to the audiences that convert. Conversion rate · Cost per result
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Baseline first

Month one sets the real numbers. Targets come after that, based on the actual ad budget, never promised up front.

Tracking before spend

Meta Pixel and Conversions API set up before scaling, so optimisation runs on real events.

Honest figures

Every number in a proposal is either sourced or marked as an assumption to confirm with the client.

SKILLS

What I bring

PAID MEDIA

- Meta Ads Manager
- Funnel planning
- Audience targeting
- Retargeting
- Budget allocation
- KPI reporting

SOCIAL & CONTENT

- Content strategy
- Content calendars
- Community management
- UGC & presenting
- Brand voice

SALES & ACCOUNTS

- Proposals & pitching
- Client discovery
- Account management
- Team leadership
- WordPress & Elementor

CONTACT

Let's grow your brand.

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