Abdallah Elkalla

Social and Paid Media Executive | Paid Social and PPC | Meta Certified

London, UK | Right to work in the UK | +44 7771 332 963 | abdallah.elkalla@gmail.com | linkedin.com/in/abdallah-elkalla

PROFESSIONAL SUMMARY

Social and Paid Media Executive at a London marketing agency, running paid social and PPC campaigns on Meta (Facebook and Instagram), TikTok, Snapchat and Google Ads for three multinational clients across the UK, Europe, the US and the Middle East. Builds retargeting and lookalike audiences, writes ad copy and creative briefs, and reports campaign performance from Meta Ads Manager. Delivers Arabic and English campaigns for Gulf markets. Meta Blueprint certified, with a BSc in Business Management (Marketing) from the University of Manchester.

WORK EXPERIENCE

Social and Paid Media Executive Aug 2026 – Present

Plus 1 Communications, London (hybrid)

- Plan, launch and optimise paid campaigns in Meta Ads Manager, TikTok Ads Manager and Google Ads for three clients: Hard Rock (USA and Europe), JGT Dubai (Middle East) and Harcus (UK), managing over £5,000 in monthly ad spend.
- Build retargeting, custom and lookalike audiences, and adapt targeting, creative and copy to each market.
- Report campaign performance to clients from Meta Ads Manager and use the results to decide what to change next.
- Suggest new campaign ideas to clients; several have been launched and performed strongly.
- Write creative briefs and ad copy, and run organic content alongside paid, from content planning to client approvals.
- Manage communities for clients on Facebook, Instagram, TikTok and Reddit.
- Create Arabic and English campaigns for Gulf markets, adapting the message for each country rather than translating it.

Social Media and Communications Assistant (part-time) Nov 2025 – Jul 2026

University of Manchester Students' Union (also Brand Ambassador, Aug 2025 – Jul 2026)

- Scripted, filmed, edited and presented short-form video for the Students' Union Instagram (33,000+ followers), including two Reels on faith and student inclusion, led from script to final cut.
- Planned and wrote social campaigns for SU events and services through Reels and Stories, and ran outreach to student societies and university departments.
- Reviewed content performance and engagement to shape future campaign decisions.
- Selected Reels: instagram.com/reel/DR43gWjjdHN, instagram.com/reel/DWGhfsgjcdZ, instagram.com/reel/DYeSLpvNJum

Marketing Intern (part-time) Jul 2025 – Aug 2025

Egyptians for Healthcare Services, Cairo (hybrid)

- Produced a marketing gap analysis and recommendations for Capital Med: Healthcare City, agreeing brand strategy with the Founder, Board and Marketing Director.
- Coordinated with stakeholders to keep messaging consistent and campaigns on schedule.

Marketing Intern Jun 2025 – Jul 2025, Jul 2024 – Aug 2024

CIRA Education, Cairo

- Rebranded subsidiary ESI with a full brand manual and a new logo, and produced a logo proposal for a new initiative and a promotional advert for Saxony Egypt University.
- Storyboarded, co-shot and solo edited a full campus tour video ad of Saxony Egypt University. Watch

Social Media Manager May 2024 – Apr 2025

Dr. Maha El Kady Tutoring Agency (remote)

- Launched the agency's social media from scratch, reaching 10,000+ accounts organically in the first two months with engagement above 10%.
- Designed and produced all graphics and video, keeping the brand consistent across channels.
- Tracked reach, engagement rate and KPIs across 50+ posts to refine the posting strategy.

EDUCATION

BSc (Hons) Business Management (Marketing) Sep 2023 – Jul 2026

University of Manchester, Alliance Manchester Business School

- Vice President (2025–26) and Events Officer (2024–25), Manchester Egyptian Student Association (900+ members); ran 15 events as Vice President.

CERTIFICATIONS

Meta Certified Digital Marketing Associate; Meta Certified Business Marketing Strategy; Meta Certified Community Management (Meta Blueprint)

SKILLS

Paid media: Meta Ads Manager, TikTok Ads Manager, Google Ads, paid social, PPC, retargeting and lookalike audiences, audience targeting, campaign optimisation, budget management, ad copywriting, creative briefs, Meta Ads reporting
Content and social: short-form video, video editing, scriptwriting, content planning, community management, localisation
Tools: Meta Business Suite, SEMrush, Adobe Premiere Pro, Adobe Photoshop, Adobe Illustrator, CapCut, Canva, Claude (AI)
Languages: English (fluent), Arabic (native)