



LINA AL-WAHAIDI

MEDIA BUYER

Amman, Jordan | +962781674220 | linawahaidi@gmail.com | [LinkedIn: Lina Al-Wahaidi](#) | [Website Portfolio](#)

Meta Certified Digital Marketing Associate and results-driven Media Buyer with extensive experience planning, launching, and optimizing high-performing paid campaigns across Meta, TikTok, and Snapchat Ads. Proven track record of managing multi-market ad spend and driving measurable ROI for diverse industries, including home crafts, kitchenware, cosmetics, and perfumes across the GCC and Levant (KSA, Bahrain, Lebanon, and Jordan).

PROFESSIONAL EXPERIENCE

Media Buyer (Full-time) - Otantik Home International Oct 2025 - Present

- Plan, launch, and optimize paid campaigns across Meta, Snapchat, and TikTok Ads for multiple brands and markets.
- Manage advertising budgets and performance for Julia, Otantik Home, Funjan, and Otantik Sweets for multiple countries (Lebanon, Bahrain, Qatar, and KSA).
- Improved campaign efficiency and achieved an ROAS of 9.1 for Otantik Home International, contributing to increased sales and stronger brand presence for their home crafts products.
- During my time at the company, I independently generated over \$500,000 in sales.
- Develop media strategies aligned with each brand's objectives to maximize ROI and sales.
- Monitor and analyze campaign data to enhance performance and reduce cost per result.
- Prepare performance reports and provide insights for marketing decision-making.

Digital Marketing Manager (Full-time) - Abdulazeem Al-Afghani Fragrance Jan 2025 - Jan 2026

- Developing and executing marketing plans to drive brand awareness.
- Managing all aspects of brand identity.
- Creating and managing content across all social media platforms.
- Directing the creation of all marketing collateral and packaging.
- Serving as the primary point of contact for external partners.
- Implementing marketing campaigns to drive website traffic.

Brand Ambassador (Contract) - Pioneers Academy Mar 2024 - Sep 2025

- Promoted online/offline courses, connecting students with skill development resources.
- Guided students in course selection and enrollment, ensuring informed decisions.
- Enhanced Pioneers Academy's brand image, driving student engagement.

Digital Marketing Officer (Full-time) - Oshea Cosmetics June 2025 - Sep 2025

- Coordinated across content, design, web, sales, and customer service teams to execute digital campaigns.
- Managed content for Oshea Cosmetics (Jordan, Lebanon, Palestine) and its sub-brands.
- Handled Meta Ads management and campaign optimization.
- Scheduled and published posts and stories across platforms.
- Led and supervised product photoshoot sessions.

Digital Marketing Specialist (Full-time) - Manageperts Feb 2025 - June 2025

- Drove sales through strategic outbound telesales and effective lead conversion.
- Managed and optimized Meta Ads and social media campaigns.
- Provided exceptional customer service, resolving inquiries and fostering positive customer relationships.

E-Marketing Intern (Full-time) - EDAMA Consulting Group May 2024 - Nov 2024

- Managed and scheduled multi-platform social media content (Facebook, Instagram, LinkedIn).
- Created engaging social media content (graphics and copy) and executed advertising campaigns.
- Implemented email marketing campaigns.

EDUCATION

Bachelor's Degree of Digital Marketing - Applied Science Private University

Oct 2021 - Feb 2025

- GPA = 93%, Excellent. Graduated the first on my class (Rank = 1st) with honors distinction for 4 years.
- Achieved the highest score in the Faculty of Business in the Competency Exam conducted by the Ministry of Higher Education.

Aspire Institute Leadership Development Program - Harvard Business School

March 2025 - May 2025

- Enhanced leadership, communication, and strategic thinking skills.
- Developed a project proposal to solve unemployment issue in Jordan.

SKILLS

Interpersonal Skills

- Presentation Skills
- Communication Skills
- Relationship Building
- Computer Skills
- Fast Learning
- Leadership
- Time Management

Technical Skills

- Social Media Marketig
- Meta Ads Manager
- Meta Business Suite
- TikTok Ads
- Snapchat Ads
- Canva for Design
- Email Marketing
- Wireframe Creation

LANGUAGE

- Arabic (Native)
- English (Professional)

CERTIFICATIONS

- Certified Digital Marketing Associate (CDMA) - Meta
- Certified Google Search Ads Professional
- Digital Marketing Professional Training Professional - Udemy
- Mastering Meta Workshop / Trainer - Crown Prince Foundation
- Amazon Sponsored Ads Certification - Amazon Ads Academy
- Fundamentals of Digital Marketing - Google
- Google Ads Campaigns - Crown Prince Foundation
- Meta Ads - Crown Prince Foundation
- LinkedIn Ads - Crown Prince Foundation
- Social Media Marketing - Pioneers Academy
- Training of Trainers (TOT) - National Academy for Training and Technology
- International Computer Drivers License (ICDL) - Pioneers Academy

REFERENCES

Dr. Tahreer Yousef Abuhmeidan

Assistant Professor in Digital Marketing - ASU
T_abuhmeidan@asu.edu.jo
+962795969303

AbdAlazeem AlAfghani

CEO and Founder - Abdulazeem AlAfghani Fragrance
afghaniabdazeem@gmail.com
+962792100030