



Building Momentous Experiences

Villa 263, El-Tess'en Street
2nd district, 5th Settlement
New Cairo, Egypt

www.thebmegroup.com

Job Title: Media Buyer – Live Events & Viral Campaigns

Overview:

We're looking for a performance-driven Media Buyer to plan, execute, and optimise paid campaigns focused on ticket sales for live events and high-reach viral launches. The role requires a strong understanding of audience behavior, conversion funnels, and fast optimization under real-time sales pressure.

Key Responsibilities:

- Manage paid media campaigns across Meta, TikTok, Google, Snapchat and other relevant platforms
- Drive ticket sales and registrations through performance marketing strategies
- Build and optimize conversion funnels, tracking pixels, and retargeting flows
- Analyze campaign performance and scale winning creatives quickly
- Collaborate with creative and content teams to develop viral-ready ad concepts
- Monitor budgets, ROAS, CPA and daily sales targets in real time
- Prepare clear performance reports and actionable insights

Requirements:

- 2+ years experience in performance marketing or media buying
- Proven success in selling tickets, events, launches, or high-volume consumer offers
- Strong analytical mindset and rapid optimization skills
- Familiarity with tracking tools (Meta Pixel, GA4, TikTok Events, etc.)
- Ability to react quickly during campaign peaks and deadlines

Preferred:

Experience in entertainment, festivals, gaming, concerts, or large-scale public events.