

SUMMARY

- Experienced digital strategist recently relocated to Montreal.
- Performance-driven digital marketer with experience in developing attractive ad campaigns for multinational brands. Ability to understand client requirements and establish long-term relationship with clients. Good interpersonal skills and ability to handle challenging situations with the help of different teams.
- Enjoy working to optimize a brand's digital and public presence, grow and accomplish strategic goals through data driven solutions.

PROFESSIONAL EXPERIENCE

Head of Operations and Optimization – Nucleus Group

Beirut, Lebanon

Mar '19 – Jan '20

Management

- Translate and present advertising platforms to internal and external customers with technical/non-technical background on a senior level
- Attend, help prepare, and manage ongoing client meetings presenting campaign statuses, solving issues, making optimization recommendations and implementing new trainings where required
- Oversee pricing and reporting for display, search and video across various digital platforms

Operations

- Building a comprehensive set of product specifications, and working with our engineering team to translate this into a real product
- Troubleshoot any tracking and discrepancy queries, and ensure campaigns are activated with accuracy and following best practice

Business Development

- Establish best practices for brand in regards to researching, discussing and analyzing new technology
- Build, maintain and grow publishers' relationships and business within the MENA region
- Partner with Nucleus sales team to identify and bring on agency and advertiser clients that benefit from the products and services developed
- Work closely with CEO to appropriately monetize new products

Programmatic Trader Team Leader (PHD-Hearts&Science) – Omnicom Media Group

Beirut, Lebanon

Oct '17 – Feb '19

Leadership

- Oversee campaigns performances and accomplishments
- Discover training needs and provide coaching

Operations

- Develop and implement testing plans that align with client goals and objectives
- Launch and manage campaigns for clients based in GCC (Al Futtaim, Unilever, Mercedes, etc.)
- Weekly reporting and daily troubleshooting for running campaigns

Optimization

- Leverage data from dv360 and google analytics to drive results and achieve client goals and objectives
- Ensure ongoing testing schedule and drive innovations
- Analyze data to create custom audience segments

Accountant – Travity

Zahle, Lebanon

Jun '18 – Jan '19

- Manage all accounting transactions
- Prepare budget forecasts
- Publish financial statements in time
- Reconcile accounts payable and receivable
- Ensure timely bank payments
- Manage balance sheets and profit/loss statements
- Report on the company's financial health and liquidity

EDUCATION

Master 1 in Statistics, Lebanese University

2019

Bachelor in Applied Math and Statistics, Lebanese University

2017

CERTIFICATIONS

DoubleClick Bid Manager

2018

The TradeDesk

2017

Yahoo Gemini

2017

SKILLS

DV360★TheTradedesk★Adform★Gemini★Google Analytics★Kochava★Sizmek★SQL★Maple★Matlab

SPSS★SAS★R Studio★Java★C++

LANGUAGES – English, French, Arabic