



# Nathalie Al Assaad

Computer and Telecommunications Engineer

11.9.1990  
BIRTH

Mansourieh – Lebanon  
ADDRESS

Arabic (Native), English & French (Excellent)  
LANGUAGE

## CONTACT

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MOBILE NUMBER



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EMAIL ADDRESS



[Profile](#)  
LINKEDIN

## EDUCATION

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2008 – 2013

**Master of Engineering**  
**Computer and Telecommunications**  
[Antoine University – Baabda](#)

2007 – 2008

**Bachelor of Science**  
**SV – Science et Vie**  
[Antoine Sisters School – Jamhour](#)

## EXPERIENCE

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March 2013 – March 2018

**Maddict**  
[Ad Operations Unit Manager](#)

- Managed the campaigns projects status and risks.
- Projected new products and solutions.
- Planned the campaigns and defined their respective scope.
- Extended the growth of Maddict's core business in mobile advertising.
- Managed the relationship with publishers and suppliers.
- Assigned and monitored the campaigns' budget.
- Helped the sales team with their sales strategy and commitment.
- Settled a competitive CPM/CPC/CPI/CPCV, enhanced accordingly the CTR and the ROI of each campaign
- Defined the unit processes and members' yearly objectives.

### Senior Operations Engineer

- Managed all campaigns trafficking and optimization, fulfilled client objectives.
- Created and maintained an effective campaigns database.
- Maintained regular measurements of campaigns KPIs.

### Multimedia Engineer

- Integrated the processes of publishers.
- Built and delivered live platform demonstrations.
- Designed, developed and coded standard campaigns.
- Developed and tested rich media campaigns, ensured optimum quality of service and effective delivery.
- Created animated HTML5 rich media banners.

## Data Consult

Internship (Digital Media Suite)

## SKILLS

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Adobe Illustrator	●●●●●●●●●●
Adobe Photoshop	●●●●●●●●●●
Adobe InDesign	●●●●●●●●●●
Adobe Flash	●●●●●●●●●●
3D Studio Max	●●●●●●●●●●
HTML5	●●●●●●●●●●
CSS	●●●●●●●●●●
JS	●●●●●●●●●●
Java	●●●●●●●●●●
CCNA	●●●●●●●●●●
Microsoft Office Tools	●●●●●●●●●●
Rich Media Tools	●●●●●●●●●●

## INTERESTS

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Bowling, Music