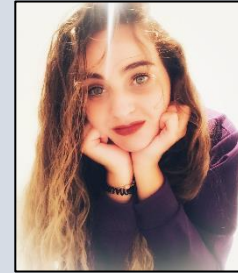


Nay Akl

Strategic, solution-driven and enthusiastic integrated Account Manager with experience across various verticals. A proven understanding of Digital Marketing; online marketing technologies, performance marketing, full funnel business development and a demonstrated history of using data and analytics to identify solutions and innovative opportunities for clients while focusing on their growth. Passionate for marketing with the curiosity and ability to drive impact in a dynamic team-focused environment.



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📖 Lebanese

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📷 [instagram.com/nayakl/](https://www.instagram.com/nayakl/)

🐦 [@Nay_Akl](https://twitter.com/Nay_Akl)

Qualifications

Languages:

- English
- French
- Arabic
- Understanding of Spanish

Courses:

- CIM – Innovation Programme
- Circus Street – Digital Marketing Training
- Center of Digital Excellence – Social Media Workshop
- Mindshare – Media & Digital Fundamentals

Tools:

- IPSOS – STATEX, Zplan/Xplan
- Mindshare propriety – Mindreader & MLive
- Google Analytics & AdWords
- Facebook & Twitter ads manager

Key Achievements

- Mbassador to Saudi Arabia Offices (Riyadh & Jeddah)
- Social Listening Champion
- Team success of “Zain firsts” with Google in EMEA & MENA.

Experience

Jul 18 – Jan 19 Manager Exchange - Mindshare Riyadh.

Key vertical: Telecommunication – Zain KSA

Sept 16 – Jul 18 Senior Executive – Mindshare Riyadh.

Key verticals: Telecommunication – Zain KSA

Banking – Alawwal Bank

Automotive – Alissa (Nissan)

Apr – Jun 16 Corporate Communication Specialist –

Ali Al Othaim office

Free lancing project PR Campaign Strategy

Sept 12 – May 15 Executive, Exchange – Mindshare Kuwait.

Key verticals: Banking – National Bank of Kuwait

Retail – Alshaya & Azadea Group

FMCG – KDD & TSC

Electronics – Best Al Yousifi

Apr – Sept 12 Media Assistant – Mindshare Kuwait.

Education

Oct 18 – Jul 19 ESIC – ICEMD Business School – Master’s in Digital Marketing

2007 – 2011 Lebanese American University – Banking and Finance

1991 – 2007 Lycee Francais de Koweit – French Baccalaureate