

## Ahmad Dimachkie

Beirut, Lebanon

+961 71 860005

[ahmad.dee@gmail.com](mailto:ahmad.dee@gmail.com)

<https://www.linkedin.com/in/adimachkie/>

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### Summary

Marketing Strategist with nearly 10 years of experience in the world of digital business on all sides of the table: clients, agencies, and startups. Holder of an MBA with Marketing emphasis as well as dual bachelor degrees in Finance and English Literature.

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### Experience

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#### Careem (Lebanon) / AGM

Feb. 2019 - Present, Lebanon

Summary:

- Lead Strategic planning, development, and execution for Careem Lebanon
- Managed Core (local) and Support (remote) teams including: Supply, Ops, Demand, Business Development, Care, and Finance
- Owned and optimized countrywide P&Ls in close collaboration with Finance team

#### The Prime Line / COO

Dec. 2017 - July. 2018, Lebanon

Summary:

- Managed and lead Business Development, Technical, and Creative teams (in-house talent and independent contractors)
- Consulted with clients to leverage on traditional/web/mobile media to develop fully integrated solutions and campaigns
- Provided core business and go-to-market strategy guidance to leading regional startup clients

#### Eversmart Solutions / COO

Oct. 2015 - Aug. 2017, Lebanon

Summary:

- Launched Eversmart as a Mobile Business Division under a larger corporate umbrella.
- Assembled and led the Sales, Business Development, and Technical teams.
- Directed the strategy and deployment of several internal- and consumer-facing mobile apps, including the award-winning EdTech app PlayMyWay.
- Helped secure investment of over \$1M in funding for projects.

#### Zoomaal / COO

Nov. 2014 - Oct. 2015, Lebanon

Summary:

- Oversaw day-to-day operations of the leading crowdfunding platform in the MENA region.
- Managed and supported the Technical, Marketing, Project Management, and Customer Service teams.
- Ran highly successful matched-funding Challenges raising over \$330k for projects.
- Credited with the introduction of Funding Milestones which drastically improved project conversion rate to over 80%.

### **Social Aim / Digital Strategist**

Aug. 2011 - Nov. 2014, Lebanon

#### **Summary:**

- Consulted with clients to develop digitally-grounded strategic plans.
- Complemented strategic plans by developing online, offline, mobile, and integrated tactical campaign ideas.
- Led cross-functional teams (Account Mgmt., Creative, and Technical) to ensure high rates of client acquisition, satisfaction, and retention.
- Managed resources (human, time, and financial) to maintain healthy margins and improve morale, performance, and profitability

### **Ad Plus / Business Development Manager**

Jan. 2011 - July 2011, Lebanon

#### **Summary:**

- Developed and implemented business plans that exceeded expectations in profitability, growth, and client satisfaction.
- Pursued aggressive client acquisition strategies to maximize company exposure
- Maintained pro-active relationships with client-side personnel to ensure the clients' vision is carried out from brainstorming phase to execution.

### **Duckett Financial / Junior Marketing Analyst**

Sept. 2009 - Dec. 2010, New York, NY

#### **Summary:**

- Prepared financial and marketing analysis for startups, corporate expansions, promo campaigns, product launches, and product re-releases.
- Participated in sales calls and pitches to potential clients.
- Consulted with prospective clients on feasibility studies, market penetration studies, marketing plans, and integrated campaigns.

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## **Education**

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### **MBA, Marketing Emphasis / New York Institute of Technology**

2009 - 2010, New York, NY

### **BA, Finance / Temple University**

2004 - 2008, Philadelphia, PA

### **BA, English Literature / Temple University**

2004 - 2008, Philadelphia, PA

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## **Personal Slogan**

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It doesn't matter who gets the credit. I just want to win.