

DANIEL HABIB

Bachelor of Advertising & Marketing

Broumana, Matn

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I am a dedicated marketing professional with hands-on experience in the industry, driven by a belief that exceptional work requires time and effort. I am committed to consistently exceeding expectations by bringing innovative, out-of-the-box solutions to every project. With a creative approach and a focus on delivering impactful results, I strive to contribute meaningfully in every role I undertake.

Work Experience

Digital Marketing Campaign Lead Jan -Dec 2024

RotoFlexoPress(RFP)

- Managed substantial budgets for Meta Ads campaigns over a 6-month period, ensuring successful execution across multiple campaigns. Regularly provided comprehensive data insights and performance reports to the client, highlighting key metrics and strategic recommendations for optimization.
- Led the creation of multiple ad creatives and copywriting headlines in close collaboration with the creative team. Implemented A/B testing strategies to continuously optimize ad performance, analyzing weekly results and reallocating budgets to high-performing ads to maximize ROI.
- Oversaw and optimized digital campaign budgets, ensuring they were aligned with the overall strategic objectives. Maintained a focus on cost efficiency throughout the campaign lifecycle, ensuring a balance between performance and budget constraints.
- Developed and managed content ideas and compelling headlines for posts across all social media platforms. Worked closely with the marketing team to ensure consistency in messaging and engagement with target audiences, driving brand visibility and interaction.

Digital Media Intern

Omnicom Media Group(MENA) July-September 2023

- Streamlined, organized, and categorized the handling of customer inquiries and complaints on HSBC UAE's social media platforms, ensuring clear and detailed reporting for the client.
- Created a comprehensive keyword list using Google Adwords for a PPC campaign supporting Atlantis the Royal.
- Developed dashboards in Looker Studio to analyze and visualize data, enabling insights and data-driven decision-making.
- Curated engaging multimedia content and audio for TikTok to promote Damac real estate properties.

Skills:

- Adobe premiere pro
- Meta ads
- Adobe illustrator
- Adobe Express
- Google Analytics
- Adobe photoshop
- Looker studio
- Adobe Acrobat
- Canva
- Powerpoint
- Excel

Education

Bachelor Of Arts/ Advertising & Marketing 2021-2024

Notre Dame University- Louaize

Nationality

Lebanese

Citizen Of Common wealth Of Dominica

Languages

English *Native*

Arabic *Native*

Credibility

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Google Ads https://skillshop.credential.net/f8f41fa5-d44a-486e-8ae0-2a67fe9cbfd2?record_view=true