

# Chadi Kostantine

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## Marketing and Brand Specialist

Experienced marketing professional with 6+ years in digital marketing and brand management. Skilled in developing and executing strategies that drive brand awareness, increase online visibility, and generate leads. Proficient in SEO, SEM, social media, and email marketing. Strong background in brand management, market research, and customer insights.

### Core competencies

Customer engagement /CRM -email marketing-UX/UI -social media marketing campaign -design thinking-product management- Marketing strategy –marketing automation and AI -blockchain-market research-SEO-content creation-communication skills - -copywriting –data analytics and manipulation-data visualization- storytelling .

## WORK EXPERIENCE

### Freelancer

Digital Marketing Specialist • Lebanon • 09/2018 - Present

- Implemented digital marketing strategies, creating campaigns, social media ads, CRM, and web optimization.
- Monitored the performance of campaigns via analytics platforms, KPI, and monthly marketing plans.
- Accomplished growth for clients, increased web traffic, successful email marketing campaigns, and improved brand awareness,. Increased website traffic by 40% over six months through target SEO strategy.
- Boosted post engagement rate by 60%by implementing a data-driven content calendar.
- Produced blog content that increased organic search traffic by 70% within 4 months.

### Madi International Retail

Brand Manager • Lebanon • 01/2017 - 11/2021

- Developed brand strategies for Thalgo, Quattro, and Goldwell across the MENA region.
- Created buying strategy & budget for sales, margin, and stock plan.
- Conducted market analysis to identify market niches and developed marketing activities, POSM, catalogs,media PR plans.
- In charge of digital marketing activities such as email marketing, display advertising campaigns, social media and web analysis ( SEO/SEM) Brand repositioning through key communication messages targeting the right audience.
- Organized and conducted training seminars for the sales team on product knowledge to increase sales and ROI .
- Tracked the successful launch of a new product line, resulting in the acquisition of over 499 new customers
- Enhanced brand awareness by 30% as measured by customer survey, social media reach after launching a campaign.
- Reduce marketing cost by 20% through optimize digital marketing strategies.
- Achieved 49.9% product revenue growth by planning and launching new key features.

### Merit Corporation (CMA CGM Group)

Corporate Procurement Coordinator & Business Cost Controller • Lebanon 01/2013 - 12/2016

- Managed logistics invoices by implementing a comprehensive tracking system; effectively followed up on shipments
- Verified cost and margin, resulting in a 15% reduction in discrepancies and saving \$50,000 annually.
- Negotiated with suppliers and realized a 20% storage cost reduction in U.A.E and Qatar in the first quarter of 2014.

### The Sultan Center Retail

Junior Category Manager/Inventory Control Analyst • Lebanon - Kuwait •03/2008 -12/2012

- Managed purchasing, order tracking, and inventory control. Enhanced seasonal promotions and communicated with foreign suppliers.

## Gestion Dynamique

Assistant Marketing Manager • Montréal, Canada • 04/2007 - 02/2008

- Convinced SMEs to buy services, updated CRM with potential customers, and organized commercial events and Promotional campaigns.

## EDUCATION

**American University of Beirut (AUB) • Beirut, Lebanon | 2021 |**

Strategic branding, circular economy & investment strategies

**Sagesse /Lebanese University | 2007 |**

Bachelor of hospitality management

## CERTIFICATIONS

**University of Catalonia** digital transformation program / 2025

**DW Akademie** certificate in AI digital media and storytelling and user interface design / 2024

**ESCP Business school & Binance academy** certificate in blockchain,web3 and crypto currency / 2024

**Mckinsey & Co** Forward Program Digital Transformation and Communication Certificate | 2024

**Cannes Lions School** Certificate in Growth Marketing and Innovation | 2023

**Amazon** Advertising Foundation Certification | 2021

**Google** Digital Marketing, AdWords, Shopping Ads and Digital Sales Certified | 2021

**World Trade Center** Certificate in Marketing, E-commerce, Digital Transformation | 2021

**College of Europe Natolin** Certificate in Digital Media and Content Management | 2020

**IE Business School** Certificate in Entrepreneurship and Brand Management | 2020

**ENI CBC MED** Certificate in Entrepreneurship, Digital Transformation AR/VR | 2020

## CERTIFICATE OF APPRETIATION

**PWC Academy** digital transformation , data management program 2025

**Nestle /L'Oréal** next level empowerment program AI, brand management and communication 2024

**LVMH** Certificate in Brand Management / Fundamentals of Luxury | 2023

**Meta/Facebook Blueprint** Certificate in Digital Marketing | 2021

### Project:

<b>FIFA Asia cup</b> Qatar marketing specialist	winter 2024
<b>FIFA world cup &amp; FIFA Arab cup</b> Qatar marketing specialist	Fall 2021-2022

### **SKILLS**

#### Languages

Fluent in written and spoken English, Arabic and French, Fair in Greek and Spanish.

#### IT skills

full Microsoft Office Suite- piktochart- CRM (Hubspot, Zoho CRM,Salesforce) -Adobe firefly-  
Canvas -Figma Asana,-Trello – Mailchimp-Google analytics- Divi- Moz-Mixpanel-pexels-invideo-  
cupcut-Adobe Express-klings.AI -dreammachine.AI

#### SOFT SKILLS

Determined-highly organized- a good communicator- patient- problem solving-creative- time management.