

NASSIF ABOU KHALIL

Performance Marketing Manager

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Beirut, Lebanon

With over 7 years in Social Media Marketing, I'm passionate about helping businesses stand out on digital platforms and achieve their goals. I've handled major clients across multiple regions, and juggled multiple projects simultaneously. I'm organized, detail-oriented, and target-driven, with strong analytical and problem-solving skills.

I believe that my desire to learn and grow will take me anywhere and everywhere I want.

Work Experience

Manager - Performance Marketing

Mar 2025 - Present

Publicis | Beirut

- Developing, planning, and optimizing performance media strategy.
- Working with other department leads to exchange ideas, communicate services, and develop new client solutions.
- Keeping management informed about key client opportunities, risks, and business impact factors.
- Overseeing and coordinating the daily workflow of performance media for clients, collaborating with teams in other markets.
- Checking client deliverables for quality and ensuring recommendations are practical and effective.

Senior Executive - Performance Marketing

Sep 2022 - Mar 2025

Publicis | Beirut

- Managed the paid social channel from start to finish, including strategy, execution, optimization, and reporting.
- Lead social media buying across all regions, with a focus on achieving growth while ensuring a strong return on investment.
- Collaborated closely with planning team's to suggest effective growth strategies and budget allocation.
- Stayed up to date with market trends, identified new platforms and technologies, and targeted different audience segments.
- Trained and supervised junior executives to ensure they contribute effectively to the team's goals.
- Participated in and contributing to the Publicis Academy, sharing knowledge and expertise to enhance the overall development and growth of the organization.
- Accounts Handled Include: Saudia Airlines (SA), VISA (GCC), Dubai Investments (AE), Dubai Safari Park (AE)

Social Media & Digital Marketing Specialist

Apr 2022 - Aug 2022

Andco | Beirut

- Managed the online presence of multinational clients across social networking sites.
- Assisted in the planning and execution of advertising campaigns.
- Guided the development of targeted, theme-based content.
- Reported on social performance, campaigns, and competitions, and shared meaningful insights to maximize digital marketing efforts.
- Helped clients solve marketing communications challenges while proactively identifying new opportunities to maximize their ROI & ROE
- Met with clients to align on overall strategy and present the work done as well as insights.
- Account Handled Include: Davidoff (Levant), Mamarita (UAE), Kammoon (UK), Zaatar Road (US), and Najel (KSA).

Marketing & Communications Coordinator

Mar 2021 - Mar 2022

Beirut Digital District | Beirut

- Acted as the BDD Brand Ambassador for the community and partners.
- Strategized the marketing and communication activities of BDD, in order to build stronger brand affinity, utilizing an omnichannel approach.
- Increased the Follower Growth on Instagram by 25%.
- Planned, coordinated, and executed integrated marketing and advertising campaigns across multiple paid media channels to acquire and retain customers.
- Analyzed data and prepared reports detailing campaign results.
- Compiled and sent out a bi-weekly newsletter.
- Oversaw the work of internal and external agencies, such as designers, animators, web developers, and printing houses.

Social Media Executive

Oct 2019 - Sep 2020

Grand Cinemas | Beirut

- Managed the social media accounts of Grand Cinemas Lebanon and Jordan.
- Created weekly content calendars across platforms.
- Planned and launched advertising campaigns to drive traffic and generate sales.
- Increased the Follower Growth on Instagram by 33%.
- Contributed to a 30% increase in sales attributed to Marketing in comparison to the previous period.
- Assisted in the coordination of publicity events, movie premieres, and screenings.

Core Skills

Meta Ads, X Ads, TikTok Ads, Snapchat Ads, LinkedIn Ads, Google Analytics, Content Marketing, Communication, Creativity, Teamwork, Arabic, English, French

Education

American University of Science and Technology

Oct 2012 - Dec 2016

Bachelor of Science Marketing & Advertising
GPA: 3/4

Collège du Sacré-Cœur

Sep 2007 - Jun 2012

High School Diploma Sociology & Economics
GPA: 13.5 / 20

Languages

Arabic (Native proficiency), **English** (Full professional proficiency), **French** (Professional working proficiency)