

Victoria Kabalan

Marketing & Growth Strategist

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SUMMARY

Marketing & Growth Strategist with 5+ years of experience, specializing in FinTech (Tether, Bitfinex, Sinbad) and driving growth for digital wallets, DeFi, and financial services across MENA. Experienced in SMEs (MASQ) and across industries including F&B (DipnDip), FMCG, retail, hospitality (961 Station), art (GEMS Montreal), and influencers (GuideLB). I add creativity to data-driven omnichannel strategies in order to help brands scale and stand out.

EXPERIENCE

MASQ | Nov 2024 – Present | Lebanon

Portfolio Marketing Manager

- Lead full-scope marketing for a portfolio of B2B and B2C businesses across KSA, Qatar, Portugal, UAE, and Lebanon.
- Reduced ad spend by 82% and improved engagement efficiency by 90% by shifting to content-led marketing.
- Achieved #1 ChatGPT ranking for key keywords in KSA and Qatar, increased search visibility by 145%, and grew organic traffic by 63%.
- Grew MASQ's LinkedIn audience by 6,500+ with a targeted B2B content strategy.
- Led the successful summer relaunch of 961 Station, driving bookings, social growth, and a viral influencer campaign (3.2x ROI).

Sinbad (Contractor) | Canada (Remote)

Marketing & Growth Strategist | Aug 2024 – Present

- Lead MENA-wide GTM strategies, positioning Sinbad's self-custodial P2P crypto marketplace through integrated omnichannel marketing across DeFi, digital wallets, and cross-border payments.
- Drove early growth, surpassing \$1M+ in transaction volume within less than 6 months while building consistent acquisition and retention pipelines.
- Designed cross-channel frameworks to deliver seamless user journeys across TikTok, Instagram, LinkedIn, SEO, and paid campaigns.
- Led SEO strategies that positioned Sinbad among top ChatGPT search recommendations for crypto and digital wallet queries in Lebanon.

Content Manager | Dec 2023 – Jul 2024

- Grew Sinbad's TikTok organically to 10K followers (1,150%) in less than a year (8.6M views, 176K likes, multiple viral videos) without ad spend.

- Scaled Instagram to 10K followers (4,248%) through viral strategies and selective ads, achieving multiple viral hits.
- Drove Sinbad's first 10K users with a Lebanon-specific GTM plan leveraging viral content, growth hacking, and funnel optimization.

Relatance (Contractor) | Aug 2024 – Nov 2024 | Remote

Regional Manager

- Led regional market entry and expansion strategy for global crypto firms Tether and Bitfinex, aligning business objectives with the regulatory and financial landscape in Lebanon.

Small Patterns Agency | Lebanon | Hybrid

Social Media Marketing Manager | Aug 2023 – Jul 2024

- Managed client accounts including DipnDip and GuideLb, overseeing campaigns, influencer collaborations, creative direction, and content production.
- Oversaw content creation process from brainstorming to post-production across digital platforms.
- Guided internal teams to ensure high-quality, deadline-driven deliverables.

Social Media Assistant Manager | Dec 2022 – Aug 2023

- Supported senior managers with client projects and influencer collaborations.
- Assisted in analytics tracking and campaign reporting.
- Coordinated content schedules with design and copy teams.

LAU Innovate | Jan 2022 – Nov 2022 | Lebanon

Social Media Manager

- Contributed as an LAU alumna to the university's innovation hub supporting entrepreneurship, students, and alumni-led businesses.
- Planned, created, and managed content to drive engagement and strengthen the incubator's presence.

Englease | Jan 2021 – Dec 2021 | United Arab Emirates (Remote)

Junior Community Manager

- Managed online communities in Arabic and English across multiple platforms.
- Tracked and monitored campaign performance and social media activity.

EDUCATION

Lebanese American University | Sep 2015 – May 2020

Bachelor of Science in Interior Design

Handball Varsity Team | Photography Club | Tennis Club | Biking Club

CERTIFICATES

- Digital Marketing (Executive Course) | ESA Business School | Nov 2025 – Jan 2026

- Community Management Fundamentals | Domestika | May 2023
- Foundations of Project Management | Google | Jul 2023
- Blockchain Fundamentals | BerkeleyX | Jun 2022
- DELF B1 | Jan 2014

SKILLS

- Account & Social Media Management
- Digital Marketing Strategy & SEO
- META Business Suite & Ads
- Content Creation & Writing
- Creative & Art Direction
- AI & Office Applications

LANGUAGES

- English – Fluent
- Arabic – Native
- French – Intermediate

HOBBIES

- Travel
- Cultural exploration
- Biking
- Weightlifting
- Hiking
- Film & theater
- Exploring new places & trying new experiences
- Culinary experiences & food culture