

Ibrahim Nassar

Paid Media & Programmatic Specialist



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EXPERIENCE

Paid Media & Programmatic Specialist - Sector: Gaming & cinema

WIZENCO, 75010 PARIS, FRANCE (internship)

September 2025 - Present

- **Setup, management, and optimization of Paid Media & Programmatic campaigns (Display & Social)** on Meta, TikTok, Reddit, Pinterest, X (Twitter), Google Ads, and DV360
- **Campaign optimization** based on performance KPIs (CPA, ROAS, CTR, conversions) for budgets exceeding \$700,000
- **Support on strategic recommendations, A/B testing, and performance reporting** for major gaming clients (Dotemu, IO Interactive, Shiro Games, Pokémon, Beyblade Burst, NVIDIA, Tencent)
- **Lead generation tracking & conversion optimization:** pixel implementation, event tracking (button clicks, form submissions), and performance analysis post-click
- **SEO & organic growth:** technical SEO monitoring, competitive analysis, partnerships, and link-building strategies

Webmarketing Assistant

MILÉADE 43100 BRIOUDE, FRANCE (internship)

February 2025 - August 2025

- **Email marketing & CRM (HubSpot):** creation, personalization, and deployment of newsletters and email campaigns adapted to 38 destinations (content, visuals, offers, labels)
- **SEO optimization:** improvement of organic visibility and rankings through on-page and content optimization
- **Paid advertising monitoring & optimization:** management of campaigns on Google Ads, Microsoft Ads, and Meta Ads Manager
- **Social media content production:** creation of visuals and engaging posts, performance tracking via Meta Business Suite and Quintly
- **Website management (WordPress):** content updates, SEO integration, and user experience improvements

EDUCATION

• **RENNES SCHOOL OF BUSINESS, 35000 RENNES, FRANCE.**

JANUARY 2024 - AUGUST 2025

MSc Digital and Strategic Marketing

• **Notre Dame University (NDU), Beyrouth, Lebanon.**

SEPTEMBER 2019 - DECEMBER 2023

Bachelor Management Information System

• **Sagesse Saint Jean Maron, Beyrouth, Liban.**

2004-2018

Lebanese Baccaauréat

TOOLS PROFICIENT IN

- **Ads:** Meta Ad, Tiktok Ads, Display and Video Ads, Xandr, Spotify, Reddit
 - **SEO/SEA :** Google Ads, Google Search Console, Semrush, Wordpress
 - **CRM & Emailing :** HubSpot
 - **Content & Design :** Canva, Figma, Capcut
 - **Data analysis :** Google Analytics, Excel
 - **Performance Tracking :** Quintly, Uberall, Google Analytics
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PERSONAL QUALITIES

- Strong organizational skills and ability to manage priorities
 - Sense of responsibility and accountability
 - Adaptability and flexibility
 - Team player in multicultural environments
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LANGUAGES

- French : C1 level
- English : C1 level
- Arabic : C1 Level
- Spanish : A1 Level

INTÉRÊTS

- Tech enthousiaste
- E-sports
- Football