

# Marie-Claire Kordahy

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## PERSONAL STATEMENT

Strategic Performance Marketing Specialist with 7+ years of experience managing multi-market paid social and search campaigns across the GCC. Proven success driving measurable ROI growth, optimizing million-dollar budgets, and mentoring teams in data-driven media execution. Combines a strong analytical mindset with a human-centered approach developed through entrepreneurship and wellness coaching, offering a balanced perspective on digital performance and brand resonance.

## PROFESSIONAL EXPERIENCE

Dec 2025 - Present **Senior Performance Marketing Executive - Omnicom Media Group**

Nov 2020 - Oct 2024 **Senior Performance Marketing Executive - Publicis Groupe**

- Managed and scaled performance-driven Paid Social campaigns across 5 GCC markets, and later SEM campaigns (NPO, telecom, fashion, e-commerce, finance, healthcare, wellness, cosmetics, real estate, and FMCG).
- Owned & executed full-funnel campaign strategy integrating paid media with customer journey insights and commercial goals.
- Built and optimized multi-million-dollar media budgets with precise pacing and KPI alignment.
- Produced C-suite performance reports and pitch decks that led to contract renewals and scope expansion.
- Trained new hires and led workshops for clients, elevating performance literacy and internal capabilities.

2021 - Present **Founder - Fitness & Energy Wellness Space**

Founded and scaled a hybrid wellness brand merging movement, energy work, and holistic wellbeing, demonstrating entrepreneurship, digital growth strategy, and brand building.

- Designed and marketed holistic programs integrating fitness, meditation, healing and personal development.
- Built a trusted online community and converted global clients through storytelling, content marketing, and authentic brand positioning.
- Managed brand identity, social media content, ad campaigns, and customer funnel from awareness to conversion.
- Currently expanding into digital retreats and global online offerings, leveraging paid media and content ecosystems.

**Skills:** Brand Strategy · Marketing Funnel Design · Community Growth · Emotional Intelligence · Leadership

## EDUCATION

2010 - 2017	<b>BA in Business Administration &amp; Marketing</b> Universite La Sagesse	2020-2024	<b>Reiki - Prani Healing - Pranic Psychotherapy</b> Global Pranic Healing Association- Usui Reiki
2016 - 2017	<b>Digital Marketing Certificate</b> Beirut Digital District	2017-2023	<b>Fitness Instructor &amp; Health Coach</b> Inspire Fitness Academy

## SKILLS & EXPERTISE

Paid Social & Search Strategy | Meta Ads Manager | Google Analytics | Campaign Optimization | Community Management  
Performance Analysis | Budget Planning  
Team Training & Mentorship  
Brand Building & Digital Storytelling  
Personal training, Coaching, Wellness energy therapy  
Fluent In English & French