



BATOUL HALLAK

American – Lebanese | 1st address: Beirut, Lebanon, 2nd address: Cypress, California |
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Marketing Manager | Digital Marketing Manager | Communications Specialist

An accomplished Marketing Manager and Communications Professional emphasizing the technology industry with a proven record of developing and implementing robust marketing strategies. Expert in overseeing all digital and technology-focused marketing aspects, from designing innovative campaigns to harnessing the power of advanced AI tools and automation.

Demonstrated expertise in rising comprehensive marketing initiatives, including maintaining complete brand alignment and re-branding success, conducting market analyses, and assessing campaign efficiency and ROI metrics. Delivered 30%+ organic brand growth, generated 50+ qualified leads per event, and supported enterprise deal closures through performance-driven digital marketing strategies. Exhibits standout leadership and managerial skills in team nurturing, strategic foresight, process innovation, visionary planning, Social Media Acumen, and Online Branding and Reputation Management. Led teams of marketers, designers, developers, and support staff to ensure optimal performance and cooperated with the sales team to accomplish the cycle of closing deals.

Proficient in Content Marketing and strategy, Analytics & ROI Measurement, and fueling tech-driven revenue growth. Proven expertise in establishing online marketing approach and tactics for diverse industries such as retail, non-governmental, engineering, construction, software, and renewable.

Holds a Master's degree in Telecommunication and Computer Engineering.

□ Value Offered

- Creativity & Innovation
- Digital Marketing Strategy
- Customer-Centric Mindset
- Product Launch & Promotion
- Email Marketing & Automation
- Strategy design
- Customer Segmentation & Targeting
- Data Analytics & Performance Metrics
- Social Media Marketing
- Social Media Advertising
- SEO & SEM Expertise
- Team Building and Leadership
- Brand Positioning
- Content Creation
- Campaign Management

□ Employment Experience

Marketing Manager, Netways , MENA Region & North America

- Led content strategy across website, social media, case studies, events, and campaigns.
- Translated complex AI and Microsoft technologies (Copilot AI, Power Platform) into business-focused tools.
- Collaborated with leadership, product, design and sales teams to produce marketing assets and execute tasks.
- Maintained brand consistency and strengthened Microsoft partnership visibility through strategic case studies.
- Managed CRM tools, lead generation, email marketing, generating 30+ qualified leads per campaign.
- Integrated latest industry trends and AI best practices into content and communications.
- Grew LinkedIn company page organically by 15% within 6 months, strengthening brand visibility across MENA
- Generated 50+ qualified leads per event through targeted campaigns, executive networking, and follow-up.
- Generated 20+ qualified B2B leads per campaign with optimized cost-per-lead.
- Contributed to Microsoft co-marketing initiatives, supporting a 24% increase in joint marketing budget allocation based on performance results.

Brand and Communications Specialist Jazry , USA & MENA Region Aug 2023–Nov 2023

- Supported brand relaunch initiatives and contributed to refining marketing structure and positioning.
- Maintained brand consistency across campaigns, communications, and exhibitions.
- Assisted in planning targeted marketing campaigns based on market research insights.
- Represented the company at industry exhibitions, including RE+ (Las Vegas), generating 99+ qualified contacts and partnership opportunities and strengthening brand presence.
- Collaborated with partners and industry stakeholders to enhance brand visibility and customer engagement.
- Contributed to strategy discussions and presented marketing initiatives to internal teams.



Marketing Manager, Integrated Digital Systems (IDS), MENA Region 2020 - 2023

- Developed and executed integrated marketing strategies aligned with company growth objectives.
- Led digital marketing initiatives across SEO, paid media, email marketing, content, and social media.
- Managed campaigns promoting diverse systems and solutions, driving lead generation and visibility.
- Collaborated with product and sales teams to define value propositions and support product launches.
- Oversaw marketing budget allocation and tracked campaign ROI using data-driven insights.
- Contributed to brand repositioning and re-branding initiatives to strengthen market presence.
- Increased social media follow
- Drove 60% year-over-year social media growth and increased website traffic by 45%, while significantly improving email engagement through targeted digital campaigns and audience segmentation.
- Led integrated Google Ads, Facebook, LinkedIn and email campaigns for a cloud solution, generating 50+ qualified leads across the MENA region through targeted keyword strategy and audience segmentation.
- Monitored performance metrics and optimized campaigns to improve engagement and qualified leads.

Other Employment Experience

Marketing Manager, HMB Company- Commercial and Industry, South Africa | Nov 2019 - Dec 2020

Digital Media Specialist, Sadr Foundation, Lebanon & Michigan, USA | Feb 2013 - Nov 2020

Internship, Nokia, Beirut, Lebanon | Jul 2017 - Aug 2017

Internship, Takchgroup, Tyr, Lebanon | Mar 2017 - Apr 2017

Education

❖ Lebanese International University, Beirut, Lebanon

Master's Degree of Telecommunication and Computer Engineering Honors list – (Feb 2012)

❖ Lebanese International University, Beirut, Lebanon

Bachelor's Degree of Telecommunication Engineering Honors list – (Jul 2010)

Training and Certifications ([view the complete list on LinkedIn](#))

Microsoft Dynamics 365 Marketing (Customer Insights –Journeys) ▪ Advanced Digital Marketing ▪ Public Speaking ▪ Presentation Skills ▪ Training of trainers - TOT ▪ Business English Certificate ▪ Social Media Training Workshops

Computer Skills

CMS | Google analytics (GA4) | SEO | SEMrush | Hootsuite | Photoshop | Canva | Adobe Premiere

