

Huda Kaissi

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PROFILE

Senior Executive Client Partner | Enterprise Sales & Strategic Growth Leader | Driving Cloud, SaaS, Ad Tech Solutions, eCommerce Digital Strategy, and Brand Partnerships: Senior Enterprise Sales and Client Partner with 8+ years of experience driving \$36M+ in annual revenue across tech, SaaS, eCommerce, and CPG sectors. Expert in consultative solution selling, building and scaling strategic enterprise accounts, and leading cross-functional teams to execute data-driven growth initiatives. Known for navigating fast-paced, complex environments, solving high-stakes challenges, and influencing executive stakeholders. Brings sharp analytical skills and exceptional communication to deliver measurable business outcomes, drive revenue growth, expand market share, and build strong client relationships. Led the Retail/CPG/Ad Tech vertical for TikTok/ByteDance Canada, defining sales strategy and owning business outcomes. Skilled in tech solution consultation, cross-functional collaboration, and identifying high-impact growth opportunities.

EMPLOYMENT HISTORY

Jan 2024 — Present

Head of Enterprise Sales & Strategic Partnerships, Senior Client Partner, TikTok / Bytedance

Toronto

- Responsible for hitting revenue goals, building relationships with key enterprise accounts and helping clients drive business results on TikTok through product consultation, education, and support. Strong sales skills, strong partnership with Client Solutions Manager (CSM), problem-solving skills, attention to detail, and the ability to thrive in a fast-paced environment. Also responsible for all internal and external stakeholder management, long-term account plan development, product education and adoption
- Demonstrated in-depth insights of the sales process and product combination
- Led account planning process that aligns brand and TikTok resources to maximize opportunities
- Worked closely with client solutions and core cross functional teams (HQ, Solutions Engineering, Ad Ops, Creative Labs, etc.), to constantly analyze performance, drive test and learn strategies and brainstorm and develop scalable advertising solutions to deliver measurable results
- Grew revenue, educated and led strategic conversations with clients and navigate complex relationships
- Demonstrated expertise in all matters relevant to your book of business, including escalation and troubleshooting to resolve client issues
- Spearheaded client education on products and give product updates to advise on the best approach to drive business outcomes for clients and agencies
- Led collaboration with external clients and internal stakeholders
- Created compelling sales propositions utilising consumer trends, market knowledge and data-driven insights
- Developed and implemented best practices for client servicing including relationship management, product suite education and enablement, business reviews, reporting and analysis
- Contributed to the development of thought leadership, innovation and performance solutions

Sep 2022 — Present

Enterprise Sales Lead , Senior Client Solutions Manager, TikTok / Bytedance

Toronto

- Increased revenue by 667% (from \$300K USD to \$2.3M USD) on the Beauty & Luxury Retail Book of Business within my first bi-month on the vertical through successful account management and up-selling efforts
- Built, managed, and maintained strong relationships with key industry players, including clients, agencies, technology vendors, and service providers, resulting in a retention rate of 97%
- Led cross-functional teams to deliver successful projects on time, and to identify and address areas for improvement in customer experience
- Worked with Product Managers and Technical Solution Managers to build custom ad solutions and product features for specific clients to unlock performance budgets (i.e. 1-day click conversion window optimization for Lululemon)
- Trained and mentored junior account managers, resulting in a 20% increase in team productivity
- Conducted regular business reviews taking a consultative approach to building a longterm strategy for success on TikTok and productive client relationships.
- Served as the ad solutions product expert on all TikTok ad products, educating clients on technical solutions, marketing strategy, and best practices to grow business partnerships
- Achieved top sales performer status for three consecutive quarters by developing and implementing successful sales strategies
- Worked beyond my R&Rs as I served as the Account Executive (Brand Partnerships Manager) on the vertical, and trained/onboarded new sales hires.

Mar 2021 — Sep 2022

Senior Account Manager, eCommerce (Retail / Marketplace),
TikTok / Bytedance

Toronto

- Key accounts include: L'Oréal, Estée Lauder, LVMH (Dior, Sephora, Fresh, Fendi, Louis Vuitton), RICHEMONT (Cartier), Holt Renfrew, Harry Rosen, Hudson's Bay, Lululemon, Canada Goose, Pandora, Van Cleef & Arpels, Aritzia, Kering, Chanel, ALDO, NIKE, Adidas, etc.
- Managed pre and postsale client relationships with Retail Beauty & Luxury Key Accounts contributing to significant pod revenue growth yearoveryear
- Served as the platform's marketing strategist and consultant, building strategic media plans and offering measurement recommendations to ensure executed campaigns meet client's business goals
- Leveraged brand and performance marketing expertise to translate briefs into proposals, build consensus among partners, and ensure proposed strategies deliver on brand awareness and customer acquisition objectives.
- Served as a liaison with clients regarding new product launches and advertising opportunities
- Provided campaign updates to ensure that our advertisers are satisfied with their return on investment (ROI) and developed datadriven brand lift and performance reports to showcase TikTok as a driver of revenue and innovation
- Reported on business goals internally and took responsibility in collaboration with the industry leader
- Grew Beauty and Luxury verticals into the fastest-growing and top-performing categories in Canada by developing datadriven strategies focused on maximizing traffic, conversion, and revenue
- Partnered with crossfunctional teams across Product Operations, Sales Ops, Ad Policy, Ad Ops, Measurement, Creator Solutions, Creative Labs, and Legal to develop and monetize new platform offerings
- Executed campaign creation, media fulfillment, and creative implementation (e.g. drive kick off calls, manage custom creative components, and use customer data and industry trends to drive market localization)

Jun 2021 — Feb 2022

Project Manager (CPG, Food/Bev, Beauty, Luxury), TikTok /
Bytedance

Toronto

- Served as the Project Manager on 4 verticals: Beauty & Luxury, Food & Bev, and CPG
- Appointed Subject Matter Expert on TikTok's internal CRM system and drove product roadmap
- Influenced the development and amendment of internal policies by working with HQ, Sales Operations, and Ad Operations to ensure sales team enablement for our Canadian and North American markets
- Recognized as a top performer and was the first TikTok Canada employee to be promoted in under a year
- Built platform and vertical-specific data reports and insights to be used by sales teams internally and externally
- Managed inventory, post-sale client relationships, and post-sale campaign executions
- Conducted regular reporting on business performance including competitive landscape

Nov 2019 — Jan 2021

Senior National Account Manager - Wholesale & B2B, L'Occitane
En Provence

Toronto

- Managed national wholesale and B2B accounts across the beauty and skincare sector, driving consistent revenue growth and brand visibility across key markets.
- Led end-to-end account strategy, including forecasting, P&L ownership, promotional planning, and sell-through analysis for retail and corporate clients.
- Negotiated high-value contracts and secured new business partnerships, expanding L'Occitane's B2B footprint across Canada.
- Collaborated cross-functionally with marketing, supply chain, and retail operations to deliver seamless client experiences and customized product solutions.
- Delivered quarterly business reviews and performance reports to senior leadership, aligning wholesale strategy with corporate sales objectives.
- Spearheaded product education and brand training for B2B partners, enhancing sell-through and brand consistency in external channels.

Aug 2020 — Jun 2021

Director of Marketing and Brand Partnerships,
CURATE-SOCIAL Inc. Digital Marketing Agency

Toronto

- Led the development and execution of partnership strategies for CURATE-SOCIAL's products and services, resulting in a 50% year-over-year increase in revenue from partnerships
- Created and delivered presentations to potential partners to convey the value of the agency's services
- Developed and executed go-to-market strategies for new products, including positioning, messaging, pricing, and promotions
- Conducted market research and analyzed customer data to inform product development and marketing strategies (e-commerce).
- Developed and executed e-commerce marketing campaigns to drive traffic and conversions, including email marketing, social media advertising, and retargeting
- Oversaw the e-commerce strategy and operations for client's online stores, resulting in a 30% year-over-year increase in online sales
- Managed a variety of organic and paid acquisition channels like content creation, content curation, pay-per-click campaigns, event management, social media, lead generation campaigns, copywriting, and performance analysis

Feb 2017 — Oct 2019

Experiential Marketing & Production Manager, MWDesigns
Agency

Toronto

- Led 360° experiential marketing campaigns for global brands translating strategic objectives into immersive consumer experiences.
- Managed the end-to-end production of live and digital activations, including budgeting, vendor sourcing, timeline management, and on-site execution.

EDUCATION

Apr 2018

Honours Bachelor of Science, York University

Toronto, Canada

Honours Bachelor of Applied Science, Biology/Biological Sciences, Kinesiology

High School, International College of Beirut (IC)

Beirut, Lebanon

SKILLS

Partnership Management	Marketing Strategy
Event Management	Event Design
Client Relationship Management	GoogleAds
Technology Sales	AdSense
Sales Management	Salesforce
Product Marketing	B2B Sales
Revenue Growth	B2B Marketing
Go-To-Market Strategy	Enterprise B2B B2C
Market Research	Data Analysis

LANGUAGES

Arabic	English
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