

Fadi Fakh

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Professional Summary

As a dedicated Marketing Consultant, I offer a fresh perspective and a passion for driving brand success through innovative digital strategies. My approach centers on understanding client needs, fostering strong relationships, and delivering tangible results. Specializing in executing targeted digital campaigns, I excel in maximizing ROI and enhancing brand visibility. With a commitment to staying ahead of industry trends and a focus on data-driven insights, I thrive in dynamic environments, continuously learning and adapting to drive impactful outcomes for my clients.

Experience

WePlay, UK – Freelance

Project Manager, MENA | November 2024 - Present

- Providing oversight of the UAE Tour 2025 (Cycling) event, ensuring seamless service alignment and fostering strong client relationships

Mena Minds, UK

Client Servicing Director / Marketing Consultant – Remote work | July 2023 – June 2024

- Developed client engagement strategies to strengthen partnerships, increase retention, and drive business growth
- Developed and executed effective advertising campaigns on Meta Ads and Google Ads, leveraging a strong command of digital advertising platforms to achieve impactful results
- Designed and implemented comprehensive communication strategies to boost brand awareness and engagement, aligning business objectives with creative vision for sustained growth
- Created and managed high-quality content across the company's website, blog, and social media channels, ensuring consistency with brand messaging
- Utilized data analytics to track campaign performance and conduct thorough analyses, identifying patterns to optimize marketing initiatives and drive results for Iraqi accounts
- Provided strategic brand consultancy for clients seeking market entry or expansion in the MENA region, engaging with European and North American brands to foster partnerships and growth opportunities
- Organized and executed industry events, such as conferences and webinars, while representing the company at the Digital Marketing World Forum in Amsterdam, showcasing UAE services

GREY Doha, Qatar

Account Director | April 2022 – Mar 2023

- Provided remote oversight of the Ooredoo Oman account from Beirut, ensuring seamless service alignment and fostering strong client rapport
- Spearheaded revenue growth by identifying upsell/cross-sell opportunities and executing strategic account plans to drive business expansion
- Experienced in using Meta Ads and Google Ads to drive audience engagement and achieve goals

F Trading – Football Merchandise store Lebanon

Founder & Head of Marcom | June 2012 – December 2021

- Orchestrated sales exceeding USD 750,000, within first 3 years of operations for a startup retail football merchandise store, showcasing strategic sales leadership
- Successfully launched and managed multiple social media campaigns, resulting in a 50% increase in followers and engagement

Leo Burnett – Beirut

Communication Manager | Feb 2007 – June 2009

- Initiated and executed marketing strategies, enhancing client satisfaction and driving revenue growth
- Managed Syrian subsidiary operations, optimizing efficiency and fostering client relationships
- Strategically managed the MTN Syria Telecom and Elegance (Confectionery Company) accounts, overseeing all aspects of client relations and campaign execution with precision and expertise
- Developed & executed comprehensive marketing & communication strategies for MTN, aligning with global standards set by MTN South Africa and FIFA, resulting in impactful campaigns & enhanced brand visibility

Impact BBDO – Beirut

Account Executive | March 2005 – Dec 2006

- Developed & executed client engagement strategy for key accounts, enhancing satisfaction & retention
- Led corporate campaigns, coordinating teams for effective communication and optimizing performance

Freelance Projects

- Head of Marketing - Ring N Bring, Lebanon | July 2023 – Nov 2023
- Senior Account Manager - Just us & Otto, Qatar | Jan – Mar 2022
- Social Media Consultant & Account Manager, Social4ce, Beirut | Jan – Apr 2013
- Senior Account Manager, Publicis Graphics, Dubai | Jan – June 2012
- Junior Account Executive, Afkar Promoseven, Saudi Arabia | Oct 2003 – Apr 2004

Achievements

- Directed Lebanon's top retail football merchandise store, establishing a unique market concept.
- Implemented integrated marketing strategies, enhancing profitability and achieving significant revenue
- Managed social media platforms, increasing engagement and improving brand visibility substantially

Education

University of Westminster – United Kingdom

- Masters' Degree in Marketing Communication | 2011

Lebanese American University - Lebanon

- Master's Degree in Business Administration | 2010

American University of Beirut

- Bachelor Degree in Business Administration | 2003

Certificates

- Semrush Academy Certificate – Digital Advertising 101
- Google - Fundamentals of digital marketing

Technical Skills

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| • Client Relationship Management (CRM) | • SEO and Content Optimization |
| • Content Creation | • Public Relations and Media Relations |
| • Social Media Management | • Event Planning and Execution |

Languages

- Arabic, Mother Language
- English, Full Proficiency