

Amine Sbeity

MARKETING MANAGER

Beirut, Lebanon | +961 3 00 89 77 | amine@sbeity.net

Executive Summary

Marketing Manager with 12 years of experience leading high-impact marketing strategies and teams. Recognized for innovation, strong organizational skills, and a data-driven approach to solving complex business challenges.

Skilled in developing and executing campaigns that drive measurable growth, building cross-functional relationships, and making effective decisions under pressure.

Adaptable and collaborative, with a proven ability to deliver results in dynamic, fast-paced environments.

Experience

International Smart Card – Qi Card (Iraq) | Marketing Manager

2022 — Jan 2026

- Led marketing initiatives for two core business pillars: cross-border transactions and card issuance, including developing comprehensive marketing strategies (media planning, KPIs, action plans) in collaboration with Mastercard.
- Responsible for enhancing and approving (PRDs) & (BRDs) for features related to marketing within the Super App (e.g., push notification process and gamification features).
- Played a key role in setting key results and strategic initiatives to achieve company objectives.
- Collaborated with international partners—including Mastercard Advisory and Marketing teams—to plan and execute annual marketing strategies.
- Worked with global technology partners (e.g., Adjust MMP, ByteDance/TikTok) to implement marketing software and establish relevant marketing accounts.
- Led the launch of the Western Union service within the app, including marketing strategy development, KPIs definition, and alignment with stakeholders (technical, call center, CX)
- Actively participated in the launch of new Super App designed to serve an existing user base of 3 million, with a growth target of reaching 12 million users.
- Directed high-budget growth marketing campaigns (USD 1M+), optimizing strategies for impact and ROI.
- Achieved 500,000+ new user acquisitions, while maintaining the lowest CPA per user.
- Proposed and led the development of a self-service dashboard for the marketing team, enabling the export of user lists and the automation of push notifications based on custom criteria (e.g., dormant users, no transactions for X days, new registrations), reducing reliance on technical teams and enabling more agile, targeted campaigns.
- Acted as the main link between the marketing and AI teams, clearly explaining marketing needs and helping tailor automation tools—resulting in a significant reduction in the time required to move from initial brief to go-to-market execution.

Med k & k Advertising Agency (Beirut, Dubai) | Digital Marketing Manager**2013 — 2022**

- Developed and executed comprehensive online media plans for leading international brands, including:
 - Mango (Lebanon, UAE, Oman, Egypt)
 - Citroën & Suzuki (UAE)
 - Land Rover, Honda, Ford, Azadea Group, Landmark Group (Lebanon)
- Managed digital advertising campaigns across multiple platforms to maximize brand visibility and engagement.
- Coordinated with clients and internal teams to align campaign strategies with business objectives and market trends.
- Analyzed campaign performance and delivered actionable insights to optimize results.

Multiframes Digital & Online Agency (Beirut) | Team Leader of Developers**2009 — 2013**

- Led a team of developers in designing and delivering digital solutions.
- Analyzed project requirements for diverse clients, defined technical structures, and delegated tasks to ensure timely completion.
- Oversaw website development, from initial planning to deployment, ensuring high-quality deliverables.
- Managed server infrastructure and optimized website performance and security.
- Collaborated closely with project managers, designers, and clients to align deliverables with business objectives.

Education

CNAM University, Engineer in Computer Science**2006 — 2012**

RNCP - Niveau II Concepteur - architecte informatique
Algorithms, programming languages, database management and networking

Sabah High School, Lebanese Baccalaureate**2005 — 2006**

Sociology and Economics

Skills and Abilities

Marketing Skills

- **Strategic Marketing:** Developing integrated marketing strategies aligned with company OKRs and business objectives.
- **Growth Marketing:** Expertise in performance marketing, content marketing, influencer marketing, and partnership marketing.
- **Stakeholder Communication:** Collaborating with international partners (e.g., Mastercard Advisory and Marketing teams) to plan annual marketing strategies.
- **Data Analysis and Reporting:** Implementing, monitoring, and reporting on key marketing metrics using tools such as Adjust MMP and QuickBI.
- **Digital Advertising:** Creating and managing online campaigns across Facebook, Instagram, YouTube, Google Display Network, LinkedIn, Snapchat, and TikTok.

Development and Technical Skills

- **Programming and Markup Languages:** Proficient in HTML, JavaScript, XML, CSS, PHP (Laravel), Java, and Shell scripting.
- **Technical Tools:** Skilled in using WinSCP, CuteFTP, EMS SQL Manager, MySQL Workbench, PuTTY, WAMP, XAMPP, Notepad++, and Adobe Photoshop.
- **Shopify:** Full-Stack E-commerce Specialist

Productivity and Collaboration Tools

- Microsoft Office (Word, Excel, PowerPoint, Access).
- Miro.
- Mastercard Test & Learn Business Analytics Solution
- Asana
- Jira

Other Abilities

- **Languages:**
 - Native Arabic speaker
 - Good working knowledge of English
 - Basic knowledge of French