

# HISHAM F ABOU FAKHER

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DOB: 25/01/1986

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## SUMMARY

10 years of experience in Digital and Mainstream media, with specialization in Online Media sales and business development across the GCC and Levant, in addition to having a leadership role in improving sales processes through providing consultative strategies that help organizations in their digital transformation.

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## EXPERIENCE

### Google – Dubai

#### Industry Manager KSA | Jan 2018- current (Assignment)

- Led on developing the industry growth strategy under all government/ semi government entities in KSA.
- Average annual revenue Sales Target Achievement of 102% across a portfolio of 15 KSA clients
- Building customized Google Ad solution narratives for Saudi clients (Ramadan decks, Government digital services e-comm plan, Traditional retail transformation to omnichannel etc)
- Understanding client business challenges and addressing that through joint business plans, that helps clients achieve their strategic goals through implementing a road map of digital activation projects while benefiting from Google's direct client ad - incentive program.
- Cross-collaborated with various teams internally to help launch innovative media campaigns for KSA clients, that includes pitching for an always-on media campaigns, using Google's creative technology to help produce compelling ads, building customized data dashboards, and understanding how Analytics can help improve UX/UI).
- Organized work sessions/trainings for Top tier saudi clients to help educate clients on the value of producing, syndicating and distributing video content on Youtube.

### Google – Dublin

#### Business Development Manager - MENA | Sept 2015 – Dec 2017

- Growing Google's direct client sales channels in GCC, by acquiring new businesses to Google AdWords and Doubleclick Manager (DCM)
- Actively onboarded always on digital campaigns for some top tier clients, examples include (Maserati Dubai, Dubai Health Authority, Oman Tourism Board, Lactalis Group, Aster DM Healthcare, Zee Entertainment, Divisa Capital, Petretti Van Mele etc.)
- Generated strong sales revenue with high performance achievement (120% + quota achievements in consecutive sales quarters with 105% business sustainability target average.)
- Managed and refined the New Business Sales “Pitch” Pillar with internal stakeholders on an EMEA level by aligning with cross functional teams on a Joint Business Plan for direct clients.
- Coached and led a team of junior sales consultants on the best practices of selling (phone, face to face, presentation skills, pitch tools etc.)
- Worked with cross functional teams (Pre-sales, HIPO marketing, Agency Partners) to help scale new business opportunities through organizing and presenting events for direct clients (YouTube Pulse, Roundtables, CMO dinners, Google Ignition).

#### **Adline Media Network – Beirut**

##### **Head of Marketing - Beirut | Jun 2012 – Jul 2015**

- Leading a team of 3 marketing executives on determining optimal ad revenue streams, setting brand content strategies on websites/ social channels, and formulating media plans to assist sales team in selling ad inventory on our partner network (OLN, OSN Arabia, Lebanon Files, El Nashra, others)
- Implemented a Business Strategy that helped the sales team package appropriate sales packages to sell ad inventory on network.
- Managed and lead a team of planners and operations executives, towards achieving KPI's for client campaigns while ensuring sales commitments were met with the publishers.
- Worked with Advertisers to insure their branding objectives are achieved on biddable digital platforms.
- Established a process that helped our operations record delivery metrics of online campaigns and build a set of data-points that served as a benchmark for any new client campaigns.

#### **Unilever – Dubai**

##### **Planning Manager | Oct 2007 – Mar 2010**

- Managed portfolio of brands under Skin care / cleansing and Home care categories
- Assisted in the development of Media Strategies, to meet our marketing objectives, based on consumer insights and our competitor's behavior.

- Using media tools on regular basis for monthly comp reports for portfolio of brands (SOE, SOV, UAA, TOM, Usage)
- Use of AIM – MAC approach for Communication planning and setting Brand annual budgets on ATL media channels. (An internal Unilever System that allocates budget based on category heat levels)

**Starcom Mediavest Group – Dubai**  
**Planning executive | Oct 2006 – Oct 2007**

- Media planning Activities on 3 Accounts (Aspire, Showtime and Welcare hospital)
- Monthly Plans reconciliation to insure budgets tally and incentive deals is being fully utilized.
- Maintaining a very good relationship with Media Suppliers.

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## **EDUCATION**

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**June - 2012 Digital Marketing Institute:** Post Graduate Diploma

**June – 2011 MBA: Management and Operations – AUST**

**June - 2006 Bachelor's Degree - American University of Beirut:** Business Administration  
 Finance emphasis

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## **AWARDS AND ACKNOWLEDGEMENTS**

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- **Awards:**
  - Google: New Business – Best Sales Rep Quarter Achievement EMEA Q2 2107
  - Google: Best Emerging Markets team 2017 – MENA
  - Google: Sales Mentorship Award
  - Smaat Agency – Agency Trainee Award
- **Certifications**
  - Google AdWords
  - Google Analytics
  - G suite / Cloud Training
  - DBM Certification Double Click Manager Certificate
  - Google Sales Mastery (Search, Display, Video, Mobile Apps, Programmatic)
  - Selling with Passion (Google Internal Certification)

- Mobile App campaign manager
- Programmatic Selling - Master class training
- Salesforce certified trainings

- **Languages**

- English, Arabic, French