

# ABDALLAH AMIN KOBEISSI

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Lebanon, 00961 71 256 134

17-6-1992, Male, Lebanese

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## SUMMARY

Results-driven Senior Marketing Manager & Brand Strategist with over 10 years of experience in Fintech, Telecom, Retail, and Technology sectors. Proven expertise in brand management, ATL, digital marketing, and performance-driven campaigns, leading to substantial growth in customer acquisition and revenue. Skilled in executing multi-channel marketing strategies, optimizing budgets \$2M+, and driving ROI improvements of 20%+. Adept at mentoring teams to achieve creative excellence, fostering cross-functional collaboration, and leveraging data analytics to enhance brand positioning. Passionate about transforming innovative ideas into high-impact marketing initiatives that propel business success.

## PROFESSIONAL EXPERIENCE

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### MARKETING MANAGER

**MONTY HOLDING, LEBANON, 2023 – PRESENT**

- Lead the development of brand communication strategies, managing multi-channel media plans and establishing budget plans.
- Execute and oversee marketing programs, campaigns, and brand initiatives to ensure alignment with brand vision.
- Collaborate with finance and product owners to monitor profitability, ROI, and brand performance KPIs.
- Foster cross-functional collaboration with global teams, ensuring cohesive brand strategy and long-term planning.
- Spearheaded brand communication strategies, leading to a 35% increase in brand engagement across multi-channel campaigns.
- Managed \$2M+ annual marketing budget, optimizing spending to improve ROI by 20%.
- Launched innovative marketing programs, driving a 25% increase in lead conversions.
- Established strategic partnerships, expanding market reach and boosting customer acquisition by 30%.
- Led a team of marketing professionals, mentoring them to achieve creative excellence and campaign success.

### DIGITAL MARKETING MANAGER

**GI BLOX, LEBANON, 2022 – 2023**

- Planned and executed digital marketing strategies, including SEO/SEM, email, social media, and display campaigns.
- Analyzed campaign performance and optimized for ROI and KPIs based on market insights and trends.
- Collaborated with internal teams to improve user experience, optimizing landing pages and conversion funnels.
- Led marketing growth strategies, driving experiments and conversions to enhance digital engagement.
- Developed and executed digital marketing strategies that increased website traffic by 50% and improved conversion rates by 20%.
- Optimized PPC and SEO strategies, leading to a 40% decrease in customer acquisition costs (CAC).
- Launched high-impact social media campaigns, increasing audience engagement by 60%.
- Led A/B testing and data-driven marketing initiatives, enhancing ad performance by 25%.
- Managed and mentored a team of marketers & creatives fostering creativity and innovation in campaign execution.

### MARKETING MANAGER

**ANTWERP TECHNOLOGIES, LEBANON, 2020 – 2022**

- Designed and implemented marketing strategies to elevate brand reputation and increase qualified traffic.
- Developed and deployed successful marketing campaigns, utilizing paid and organic channels like PPC and social media.
- Designed and executed multi-platform marketing campaigns, generating a 45% uplift in qualified leads.
- Oversaw a \$1.5M marketing budget, optimizing spending for maximum ROI.
- Implemented content marketing strategies that increased organic traffic by 70%.
- Strengthened brand presence, resulting in a 30% growth in social media followers and a 20% rise in customer retention.
- Built relationships with key industry players and oversaw the company's presence at trade shows and events.
- Led a team of marketing specialists, mentoring them to develop creative and data-driven marketing strategies.

### MARKETING EXECUTIVE

**ALBANI ENGINEERING FOR REAL ESTATE DEVELOPMENT, LEBANON, 2019 – 2020**

- Coordinated marketing campaigns and developed content for both print and digital platforms.
- Monitored and analyzed market trends to drive brand awareness and customer engagement.
- Collaborated with cross-functional teams to ensure consistent messaging and branding across all platforms.

- Managed the marketing budget and optimized spending for maximum return on investment.
- Developed promotional strategies that improved brand awareness by 35%.
- Led marketing initiatives contributed to a 20% increase in sales inquiries.

## MARKETING CONSULTANT

MALAK GROUP, LEBANON, 2017 – 2019

- Advised on marketing strategies to increase brand visibility and engagement across digital channels.
- Conducted market research and competitor analysis to identify growth opportunities.
- Assisted in the creation and execution of marketing plans, driving customer acquisition and retention.
- Conducted competitor analysis, leading to refined strategies that increased revenue by 25%.
- Designed digital campaigns that improved customer engagement by 40%.
- Collaborated with design teams to create impactful content and promotional material.

## RETAIL MERCHANDISER & MARKETING COORDINATOR

LEBANON NETWORK & TECHNOLOGY (LNT), LEBANON, 2016 – 2017

- Managed in-store merchandising strategies, ensuring product displays aligned with brand standards.
- Analyzed sales performance and adjusted marketing plans to drive product visibility and sales.
- Supported marketing campaigns by coordinating with vendors and internal teams to optimize retail presence.
- Conducted competitive analysis to identify market trends and optimize product positioning.

NIKE USL, LEBANON, 2013 – 2016

1. **PRODUCT PRESENTATION SPECIALIST, 2015 – 2016**
  - Designed and implemented visually impactful product presentations to enhance in-store experiences.
  - Worked closely with the merchandising team to ensure brand guidelines were met across all stores.
  - Supported store teams in executing promotional events and product launches.
2. **ASSISTANT STORE MANAGER, 2013 – 2015**
  - Managed daily store operations, including inventory control, staff management, and customer service.
  - Assisted in training and developing store staff to meet sales targets and ensure excellent customer experiences.
  - Collaborated with marketing teams to support promotional campaigns and in-store events.

## SALES ASSOCIATE & CASHIER

ABC DEPARTMENT STORE, LEBANON, 2010 – 2013

## EDUCATION

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BACHELOR OF ARTS (BA) in INTERIOR ARCHITECTURE & PLANNING, AMERICAN UNIVERSITY OF SCIENCE & TECHNOLOGY  
LEBANON, 2010 – 2015

## PROFESSIONAL DEVELOPMENT & TRAINING

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SEO & DIGITAL MEDIA MARKETING DIPLOMA, ONE EDUCATION, LEBANON, 2018  
FUNDEMENTAL OF DIGITAL MARKETING, GOOGLE, LEBANON, 2016  
REVIT STRUCTURE PROGRAM CERTIFICATE, UDEMY, LEBANON, 2014

## AREAS OF EXPERTISE

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| • Digital Marketing (SEO, SEM, PPC)      | • CRM & Marketing Automation (HubSpot, Mailchimp)              |
| • Brand Strategy & Management            | • Adobe Creative Suite (Illustrator, Photoshop, After Effects) |
| • Marketing Analytics & ROI Optimization | • Google Analytics & Paid Media Campaigns                      |
| • Social Media & Content Strategy        |  |

## LANGUAGES

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Arabic: Native

English: Fluent

French: Beginner