

Digital Transformation Lead/Senior Marketing Manager Profile

Well-established c-suite product marketing and digital marketing specialist leading digital business transformations within major media agencies in the Middle East.

Internationally experienced and results-driven professional with more than 15 years of experience developing and directing digital transformation initiatives in complex environments. Proficient digital marketing, advertising, and communication strategies, ad tech, data analytics. Additionally, focusing on maximizing the GMP platform utilization as a key driver of revenue growth and developing end-to-end custom solutions across platforms and internal client systems. Finally, assisting in designing tailored educational programs for agencies & clients based on focused development areas revolving around building their data and tech infrastructure.

Areas of Expertise

- Leading Change & Innovation
- Strategic Planning & Implementation
- Digital & Social Media Marketing
- Customer Experience Transformation
- Program & Project Management
- Product Adoption & Growth Marketing
- New Business Development
- Influencer and Content Marketing
- Stakeholder Management
- Cross-functional Collaboration
- Team Management
- Operations Management

Accomplishments

- Oversaw portfolio of clients exceeding \$50M and currently overseeing execution of digital marketing maturity roadmaps across internal and external stakeholders for key advertisers including L'Oréal, GSK, Mondelez, Reckitt Benckiser and Unilever.
- Built an entire CPG team from scratch with industry manager; second biggest growing team at Google MENA.
- Developed and grew the programmatic supply landscape across MENA and Turkey(publishers & broadcasters) which now has a share of >25% of total media buys of our top large clients media budgets besides search and YouTube
- Selected as Top Sales performer for delivering service excellence and high pitch rate; exceeded most quarterly sales targets and supported the team in reaching overall targets.

Career Experience

Google, London & Dubai

April 2022 – January 2022

Global Account Executive- Unilever (10 months Bungee)

Serve as a trusted advisor and the key point of contact for Unilever EMEA/AMER, Mindshare/PHD, and LCS teams. Build and foster the relationships with our clients' global and regional decision-makers to build and implement long-term digital transformation strategies. Develop strong partnership and collaboration cadence with LCS teams to set account vision, support their needs for growth and ensure exceptional customer experience Manage multiple cross-functional opportunities and projects in partnership with Creative Works, Data & Tech, and Cloud teams in order to maximize impact and to optimize use of Google products and solutions

Key achievements include:

- Successfully led the Unilever JBP 2022 Data & Tech pillar by implementing the [1PD activation and scalability plan](#) across Unilever Top 10 markets with the support of Heads of Media Data and Tech at both Mindshare and UL - Current 1PD adoption is > 20% across Youtube
- Managed the EMEA LCS teams' quarterly targets and established solid relationships by supporting key markets (such as MENA, NL, DE, UK and TR) in securing financial resources to source MPA, DVIP credits and MMMs studies

- Participated in the weekly revenue call with HPCT leads to present Unilever numbers and updates vis a vis targets
- Organized the [Global Unilever Internal Offsite](#) between Sept 5-8 with 4.8/5 success rate - Won a Spot Bonus from [GCAS Global Client Lead](#)
- Created 2 key workshops for Ice Cream and Nutrition BG's covering e-comm and owning the seasons streams which are now being scaled across the remaining Unilever BGs' (Beauty & Wellbeing, Homecare and Personal Care)
- Drafted the [Talking points](#) for Debbie Weinstein & Sarah Masnfield (UL HOM for Ice Cream) dinner during Cannes 2022
- Finalizing the [P@S white paper](#) by EOY with an expectation to be published in TWG by Q1 /23

Google, Dubai, UAE

April 2020 – Present

Digital Marketing Transformation Lead - FMCG

Direct transformation team to drive digital marketing maturity of advertisers and elevate capabilities of agencies. Mediate between stakeholders ensuring set up and running of digital maturity workshops across advertiser and agency teams. Monitor product roadmap and incorporate new features into-existing solutions and develop new solutions. Collaborate with Big 6 agencies to develop end-to-end custom solutions across platforms and internal client systems. Produce training material to up-skill agencies and advertisers on complex automation , data infrastructure and measurements implementations.

Key achievements include:

- Successfully implemented DMT strategies and roadmaps of clients (L'Oreal, Unilever, Mondelez, PEPSI, Reckitt and GSK) based on BCG maturity framework and assessed impact for 2020/2021
- Incorporated DMT value adds and deliverables into clients' joint business plans for 2020/2021, estimated to deliver incremental revenue of over \$10M.
- Conducted analysis for internal planning, strategic projects and client quarterly business reviews
- Devise detailed strategic transformation plans for high impact transformation projects that fundamentally change an agency's business model and not just clients
- Published a case study with GSK on Dynamic Creative activation and its impact on sales on Think with Google and another one on Personalisation @ scale covering the impact of such strategy on an organization's culture, human talent and operational costs
- Working on publishing a white-paper with 2 of our top partners artefact and adlib on step by step guide to prepare for P@S (personalisation at scale) and 1st party data adoption
- Successfully created the DMT C-level CPG narrative to be presented to selected clients which are nascent on the DMT scale.

Google, New York, USA

Q1 2020 (Rotation) - Exceeds Expectations

Global GCAS CPG Display Account Executive

Drafted narrative strategy and impacts alongside Display SWAT Team members: Kira Rich (Global Product Specialist), Priya Bajaj (US DV360 AE), Bettina Rodriguez (Global Vertical Manager, HPC/ FBR), and Jessica Bindman (Global CPG Lead for Mondelez). Analyzed Top 15 Global GCAS CPG Offline/Online media spend and share of wallet by client on Display covering all markets across AMER, APAC and EMEA going three years back to assess areas of focus. Ran measurement conversation streams with GCAS MMM/Sales Lift Leads along with Unskippable team to gain 3P proof points and insights on Display; via running global MMM meta-analysis with Nielsen to assess R.O.A.S of Display vs other media platforms, second, obtain Unskippable Video + Display Study initial results to understand impact of Display/Display+ YT on brand equity metrics (US only) covering Retail, Auto and CPG verticals.

Key achievements include:

- Identified three main opportunities to accelerate display growth which potentially can bring an incremental of 400M\$ back to Google.

- Significantly gained more SOV by cracking offline spend from OOH, Print and Radio; capturing addressable media happening directly on display outside Google; and shifting budgets on display from Walled Garden entities (FB, IG, Twitter and Snap).
- Discovered biggest opportunity lies in tackling offline mediums (around \$300M) focussing on three main pillars: reach, personalization at scale, and creative efficiency.

Google, Dubai, UAE

January 2018 – March 2020

Head of DV360 Programmatic Supply & Inventory-MENA & Turkey

Lead go-to-market strategy and commercialization of branding and performance solutions in MENA (Display & Video Non-YouTube). Perform analysis on MENA programmatic inventory landscape to understand financial accessible opportunity vs competitors (FB, Snapchat, Instagram and other publishers). Create and present internal and external educational materials for digital agencies, exchanges, trading desks and clients.

Key achievements include:

- Managed portfolio of top branding clients across auto (Daimler, FCA), CPG (Nestle, JNJ, Mondelez, Unilever) and travel/tourism boards (Emirates, Dubai & Abu Dhabi Tourisms) to grow display spend by +20% YoY.
- Boost Media Consolidation in partnership with GMP tech and Partnership team to capture untapped opportunity estimated at \$100M by collaborating on joint events with big MENA publishers. The share of deals across MENA LCS reached 25% SOW vs OA
- Collaborated with our Top MENA/TR Exchanges (rubicon, spotx , teads , inmobi...) in educating our sales team on their respective DV360 inventory along with partnering with choueiri and mbc group on the future of digital tv advertising (addressable vs non- addressable)

Google, Dubai, UAE

October 2016 – December 2017

Senior Programmatic Adx Sales Manager- MENA & Turkey

Headed Display go to market Strategy for Google's largest DV360 and Non Dv360 advertisers in MENA and Turkey. Cultivated strategic partnerships and thought leadership with top clients, media agencies, and trading desks on development of business objectives with Display. Drafted and presented Adx agency narratives to MENA and TR country heads. Coordinated and contributed to internal and external events leveraging growth market expertise.

Key achievements include:

- Over-achieved quarterly targets across MENA and TR on average more >100%.
- Grew the supply and inventory revenue (outside YouTube) by pitching programmatic inventory for seasonality events by >50% (ex: Football, Ramadan, F1 , Black Friday etc...)

Google, Dublin, Ireland

January 2016 – September 2016

Senior Branding Manager FMCG - MENA

Fostered trusted relationships with top 5 key clients (RB, P&G, Unilever, GSK, J&J) and developed comprehensive understanding of individual business challenges. Formed JBP Value Adds tracker for CPG (including F&B) to track implementation of key value adds (discounts , lighthouse projects, brand issues, QBRS, and training).

Key achievements include:

- Amplified growth of beauty sector at more than 43% YOY with introduction of JBP across portfolio and stabilization of quarterly revenue.
- Grew revenue for Colgate and SC Johnson with respective growth in Q1 2016 YOY > 1000% as Colgate was at 0\$ in Q1 2015 and >1000% for SCJ as they were at 0\$ in Q1 and Q2 2015 and now spending around 70K\$ after successful client meeting in Dubai in Q1 2016.

- Led Euro Cup Sponsorship discussions with P&G to close at \$300K covering one-month period (June/July 2016).
- Coached and mentored two new members of team to CPG related to F&B and Beauty/Luxury accounts: historical performance, agency brief, QBRs, introductory client meetings in Dubai, reach maximization, YT, BLS, and JBPs.

Google, Dublin, Ireland

January 2013 – December 2015

Senior Account Manager FMCG -MENA

Provided high level support to clients in business growth about AdWords and improving clients' campaign performance to boost CPG/HPC MENA Google Business in 2015. Collaborate cross-functionally with agency team, industry analysts, BSI, GTECH, YT partnership by investigating every relevant initiative (Ramadan sponsorship, XMOS, BLS, GP, Ad Index, P&G reservation reporting, Search Coverage for P&G, J&J and Unilever). Streamlined approach to global launches for Unilever, P&G and J&J, namely, global launch of Project Vegas for UL on search and liaising with UL GCAS team on tracking, optimization and analysis.

Key achievements include:

- Increased growth of HPC pod in 2015 at +100 % YoY; CPG/HPC generated over 45% of total CPG pod quarterly target. CPG makes up around 40% of MFB (made for branding) revenue and 50% of YT revenue in H1 2015.
- Realized 51% of the accrued revenue in LCS branding (32M\$), P&G and UL constituted almost 17% of this total revenue combined LCS-CPG in H1 2015. Six CPG clients contributed to 80% of growth YOY.
- Facilitated over 20 meetings with top key clients (A&B levels mostly) during country trips to foster collaboration and locate smarter processes for campaigns' implementation.
- Trained over 15 P&G media planners at Starcom premises on reservation and auction buys, bidding and pricing strategies and measurement metrics.
- Partnered with product team to deliver constructive product feedback and testing reports to enhance client research support tool, resulted in MENA as one of top 3 EMEA countries to implement innovative reach beta report.

Google, Dublin, Ireland

January 2012 – December 2012

Account Manager Travel and CPG -MENA

Recognised main CPG players in MENA and advertising costs allocated on each sub-verticals to gain insight on KPIs and adopt sales pitch approaches. Managed all accounts of top travel clients (Emirates Airlines, Gulf Air, Abu Dhabi Tourism Board) and corresponded daily with clients and agencies regarding product adoption and implementation of Mobile, Search, YouTube, and GDN. Created proposals and pitches providing thorough industry benchmarks analysis, case studies, research, and stats.

Key achievements include:

- Accomplished excellent performance on revenues, with Q2 YOY growth at 84% and Q3 YOY at 160% establishing CPG/AUTO as highest growing pod in MENA.
- Drove revenue in a very high productive team with 100 goals pitched and 73 goals won.

Google, Dublin, Ireland

January 2011 – December 2011

Online Media Specialist -MENA

Functioned as display product specialist and supported DCS (LCS advertisers) with display advertising and sales pitching. Developed business plan for Q3/4 relevant to secondary performance with main business objectives to evaluate status, increase product adoption and revenue while maintaining clients' base- clients including HSBC, Wataniya Telecom, Unilever besides covering agencies such as OMD, Havas, and Mindshare.

Key achievements include:

- Pitched and won profX/ICM for more than 10 clients with product adoption plan for AM's to pitch relevant display products to top five advertisers to increase product adoption (pitched KW contextual, Topics, ICM,

ProfX, YouTube export, Google TV, Placements, AdMob, and Remarketing) and other display beta products (similar users, DCO, interest keywords) available within MENA region.

- Exceeded YoY secondary (Display) targets by 132% in Q3/2011 and 131% in Q1 2012.

Additional Experience

Google, Account Strategist-MENA, Dublin, Ireland	2009 – 2010
Impact-BBDO - OMG, Account Manager, Beirut, Lebanon and Dubai, UAE	2008 – 2009
James Walter Thompson- JWT, Network Creative Coordinator and Senior Account Executive, Beirut, Lebanon	2006 – 2008
American University of Beirut -AUB, Research Assistant on CSR Project, Beirut, Lebanon	2004 – 2006

Education

MBA in Marketing , Advertising and Research (GPA: 89.18/100 with Honors)

American University of Beirut - AUB, Beirut, Lebanon, 2004 - 2006

BS in Business Marketing/Management (GPA: 3.54/4 with Distinction)

Lebanese American University, Beirut, Lebanon

Successfully Implement Strategy Within Your Organization (Enrolled to start March 2022)

Harvard Business School Online, Boston

Professional Training & Certifications

Adwords and Analytics Certification | Green Belts (88% on programmatic) | Peloton | Facilitation & Training Skills Design Thinking | Breakthrough Leadership Development Programme | Sales Skills | Online Advertising | Team Leadership Mindfulness | Learning Psychology & Instructional Design |Mobile Pro Exams | Black Belt Programmatic| Analytics tools| Cloud Solutions (Ads Data Hub, Big Quer | Social media listening

Technical Proficiencies

Microsoft Office Word, Excel, PowerPoint, Access, Visio, Ms. Project, SPSS, Think Cell

Languages

Arabic, French, English

Hobbies

Running , Crossfit, Wakeboarding, Hiking - For more info , please check my IG page @zeiontherun

(references are available upon request)