



# MAEN HADID

Digital Fanatic



## PROFILE

Digital marketing specialist offering over 8 years working experience translating business initiatives into measurable success.

From working for a supplier, to an agency, then reaching a client side gave me a holistic 360 digital overview to lead best in class digital projects.

I'm results driven, I believe in taking risks as I trust the agile approach to grant the thrust needed to score success.



## CONNECT

- +971 55 645 5251
- maenhadid@gmail.com
- www.maenhadid.info
- linkedin.com/in/maenhadid
- instagram.com/maenhadid



## INTERESTS

- Technology
- Travelling
- Photography
- Hiking



## REFERENCES

- Paul O'Connor** - adidas  
+971 56 916 4040
- Aurore Nio** - adidas  
+971 55 484 9611
- Marcus Siddons** - Xaxis  
+971 56 206 6395



## WORK EXPERIENCE



### adidas

Digital Marketing Manager (2016 - present)

- Supported the launch of adidas eCommerce in GCC
- Built digital strategy over achieving industry benchmarks (17% Ad-Recall Lift)
- Managed agency teams to drive speed & excellence in \$3M+ digital media spend
- Built a Benchmarking System managing over 30 campaigns' performance data
- Enhanced EMC marketing department productivity with local digital solutions
- Deployed & managed 2 global platforms acquiring 2K+ community members
- Increased adidas Instagram followers from 9,000 to 155,000 in 2 years



### XAXIS group<sup>m</sup>

Programmatic Campaign Manager (2015 - 2016)

- Worked closely with planning & Client servicing teams to plan, setup & optimize programmatic campaigns worth of \$1M+ for global and local clients.
- Programmed automation tools winning a day's worth of work in 1 hour.



### ikoo

Affiliate Marketing Sales Professional (2012 - 2014)

- Introduced affiliate marketing to over 300 local & international businesses.



E-Marketing Manager - HCC (2008 - 2012)

- Email Marketing, Website Content Management & data management tools.



Production Manager - Star Animation (2007 - 2008)



Business Process Reengineering - Al Razi Group (2006 - 2007)



## STARTUPS ESTABLISHED



### bysum

[Byoum.com](http://Byoum.com): MENA Micro-jobs platform - final stages before investment acquiring.



Technician On Call: computer services, simplified – initialization stage.



## EDUCATION

- Bachelor of Science in Computing from University of Portsmouth, UK (2012)
- BA Marketing Specialization (Stopped) from AIU, Syria (2011)
- HND in Computing and Business Applications from Edexcel International, UK (2007)



## SKILLS

### Professional Skills

- Arabic
- English
- Analytics
- Problem Solving
- Fast learner

### Technical Skills

- MS Excel
- Google Analytics
- MS Office
- Photoshop
- Programming