



MAEN HADID

Digital Fanatic



PROFILE

Digital marketing specialist offering 12+ years' 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

- +1 226 747 9486
- 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



Senior Digital & PR Manager (2019 - Present)

- Defined the digital strategy and participated in its execution with hands on experience in paid media campaigns and visual content creation
- Led brand awareness campaigns reaching 3M in target audience with 72% penetration by creating relatable visual content
- Raised paid media conversions share by 72% by constantly optimizing all touch points across the customer journey (GMB, LP, Customer Care)



L'ORÉAL

Digital Manager Makeup (2018 - 2018)

- Led digital transformation by upskilling the team to fully think digital
- Sat digital strategy in alignment with Marketing, Trade & eCom teams
- Led YouTube media getting ME to be the fastest growing channel worldwide



adidas

Digital Marketing Manager (2016 - 2018)

- Elevated brand's Ad-Recall to 17% (exceeding industry benchmarks) by managing region's digital activities and leading best practices campaigns
- Built a Benchmarking System managing over 30 campaigns' performance data
- Increased adidas ME Instagram followers from 9,000 to 155,000 in 2 years



XAXIS groupm

Programmatic Campaign Manager (2015 - 2016)

- Planned, setup & optimized programmatic campaigns worth of \$1M+



ikoo - Affiliate Marketing Sales Professional (2012 - 2014)



HCC Computers & Communications - E-Marketing Manager (2008 - 2012)



STARTUPS



bysum

Micro-jobs platform targeting MENA talents selling their online services as products



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