

Aly Masri

Lebanese, born in April 25, 1994

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Academic Background

- **Present: Doctorate in business administration (DBA)** | The Ascencia Business School (France)
- **2022: Master's in digital marketing- 2022** | The American University of Science and Technology– IACBE Accreditation
- **2021: Digital Marketing- 2021** | The Open University (The Open University is a public research university and the largest university in the UK) - IAB Europe Accreditation
- **2019: BA double degree in HR and Marketing- 2019** | The American University of Science and Technology– IACBE Accreditation

Skills

- Microsoft (Excel, Word, Power Point, Team)
- Adobe (Photoshop, illustrator, After effect, Premium, XD)
- Software (SAP, Magento, Odoo, wordpress, zoho CRM)
- Experience and Knowledge (SEO, SEM, PPC, SMM, SMO, UI & UX design)
- Fluent in Arabic and English

Professional Experience:

March 2023 – Present Marketing Manager | IGI Middle East and Africa

- As the Marketing Manager at IGI Middle East and Africa, I am responsible for developing and executing comprehensive marketing strategies to drive brand awareness, customer acquisition, and revenue growth across the region. Key responsibilities include:
- Leading a team of marketing professionals in planning and implementing integrated marketing campaigns across various channels, including digital, print, and events, to effectively promote the company's products and services.
- Conducting market research and competitor analysis to identify market trends, customer preferences, and opportunities for new product development, allowing for strategic positioning and effective targeting of key customer segments.
- Collaborating closely with cross-functional teams, including sales, product development, and customer support, to align marketing efforts with business objectives and ensure a consistent brand message throughout the customer journey.
- Managing the company's digital presence, including website content, social media channels, and email marketing campaigns, to engage with the target audience, enhance brand visibility, and drive lead generation.
- Tracking and analyzing marketing campaign performance metrics, such as conversion rates, customer engagement, and ROI, using data-driven insights to optimize marketing strategies and drive continuous improvement.
- Developing and maintaining strong relationships with industry partners, stakeholders, and key influencers to facilitate strategic partnerships, co-marketing opportunities, and brand collaborations.

- Staying updated with the latest marketing trends, emerging technologies, and industry best practices through continuous learning and professional development, and applying relevant insights to enhance marketing initiatives

December 2021- March 2023: Digital Marketing Manager | Mensa Group, Dubai UAE

- Mensa Group is a group of companies with diversified business divisions: “**Mensa Esport**” (for mobile Gaming), “**Mensa Pay**” (fintech and financial payment services) “**Mensa Investment**” (Investment and Financial Services) “**MensaVerse**” (Web3)
- Created the company identity from scratch
- Start-up the social media of the company (Facebook- Instagram- Google and Pinterest LinkedIn, TikTok)
- Created the Organization Marketing budget from scratch
- Maintaining the SEO and the SEM of the company
- Aver. CTR up to 20% for the company for Mensa Card App
- Our game was the **Number One** game on play store and app store
- Created and designed the website from WordPress “ www.mensaplay.com ” and create the Ui and Ux design for the website
- Working on google and social media campaign
- Created and designed Mensa Pay wireframe and UI and UX design
- **60K download in one week, More than 50 million impressions in less than five days**

August 2021 - December 2022: Online Part Time Digital Marketing Instructor and Digital Branding Instructor | AUST University

- Developed and delivered comprehensive digital marketing and branding courses to undergraduate students, providing them with essential knowledge and practical skills in the field.
- Designed and implemented engaging lesson plans, incorporating real-world examples and case studies to facilitate effective learning and practical application of digital marketing concepts.
- Conducted workshops and training sessions on various digital marketing tools and platforms, including social media marketing, search engine optimization (SEO), content marketing, email marketing, and Google Analytics.
- Mentored and guided students in developing effective digital marketing strategies and campaigns, fostering their creativity, critical thinking, and problem-solving abilities.
- Assessed student performance through assignments, exams, and projects, providing constructive feedback and personalized guidance to facilitate their growth and development.
- Collaborated with faculty members and industry professionals to ensure the curriculum remained up-to-date with the latest trends and advancements in the digital marketing and branding industry.
- Actively participated in faculty meetings, contributing insights and recommendations for program improvement and enhancement.
- Organized and participated in university events, such as conferences and seminars, to share expertise and stay abreast of emerging digital marketing practices.
- Stayed updated with industry news, emerging technologies, and best practices through continuous professional development, attending relevant webinars and workshops.

**December 2020- December 2021: Marketing Manager | Amadio Design LLC- Dubai, UAE
(Still managing Their Account as Freelance Contract till present)**

- Amadio Design is specialized in the creation and manufacture of kitchen cabinets beginning its operations in Australia since 1968, where under this Company there is 3 brands (Alsa Apollo kitchen, Armadio Closets, Lazora For kitchen and closets)
- Created the company identity from scratch
- Start-up the social media of the company (Facebook- Instagram- Google and Pinterest LinkedIn)
- 400K AED ROI from the first month
- Maintain the SEO and the SEM of the company
- Aver. CTR up to 20% for the company website
- Set up the workflow from the first entry of the customer till he signs the lead quotation
- Choose the design of the showroom and the accessories that fit in it
- Create budgeting forecasting for the year coming
- Create and design the website from WordPress “ www.armadiocloset.com ” and create the Ui and Ux design for the website

Feb 2020- Present: Marketing Influencer Director for Asallah Kamel- 1.5 Million Followers

- Asallah Kamel Instagram Account: <https://www.instagram.com/asallahkamel/>
- Connecting to the brand and potential target audience across various social networking platforms.
- Developing and implementing innovative social media strategies
- Creating and writing relevant content for social media posts
- Publishing content as per the schedule
- Devising insights reports after gathering insights and feedback from social media sites
- Tracking records of the followers and maintaining a list of the same
- Propagating genuine and authentic information with high enthusiasm
- Staying up to date with the latest trends across all the social media networks

January 2019 - August 2020: Digital Marketing Specialist – Interview Trainer| HR Live Studio- Beirut, Lebanon

- Managed digital marketing projects from scratch for the company and its clients
- Lead generation for the company to get more student and more trainee.
- Train the student on how to prepare for their job interview.
- Train The student or the client on how you brand for yourself.

2014-2019: Digital Marketing Specialist (PPC Specialist) Smart Source (CRM & BPO solutions), Lebanon

- Establish the online presence, create brand awareness & develop the digital media strategies
- Create digital content including websites, blogs, articles, animated explainer videos, and other animations
- Run day to day social media and search engine optimization audits
- Maintain SEO regular keyword research and other best practices
- Create visual concepts for promotional activities
- Create and monitor Google Ads marketing campaigns and coordinate with the graphics team to create engaging display ads
- Increase the company’s sales through online marketing
- Improve customer engagement using various marketing strategies.
- Supervise ROI and KPIs

2012-2014: Social Media Specialist Volunteer | Saving the Next Generation (SNG) | Lebanon

- SNG is a non-profit organization that helps economically disadvantaged children in the Middle East through educational & activities support.
- Handling SNG Social Media Account & other related accounts (content & creation)
- Develop, implement and manage our social media strategy in collaboration with the Marketing, Sales & Product team
- Monitor SEO and user engagement and suggest content optimization
- Communicate with industry professionals and influencers via social media to create a strong network
- Hire and train others in the team

Attended Business Training in USA Representing SNG. The Training was facilitated by the Bank of Oklahoma- Vermont Food Bank- Green Mountain. Topics included: **Customer Satisfaction Training, Finance for social media, Customer Relationship** and **Increase customer engagement**