

Bahaeddin Dabbagh

Marketing Professional

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Istanbul/Turkey

I'm an experienced and creative professional looking for a challenging and dynamic role. I thrive in an environment where I am able to harness and apply creativity. I'm a strong team player, and I want to apply my experience across sectors and country settings to add diversity and fresh perspective to the team I join.

Skills

- 5 years of experience across sales and marketing management
- Certified Experience in Google Analytics & Google Ads
- Mastered paid search, display, affiliates, SEO, analytics platforms social media marketing, DV360 and SA360
- Ad management and content creation
- Programming skills: HTML, CSS, JavaScript, React
- Experience creating and analysing reports, highly proficient across MS Excel, Word and Powerpoint
- Strong communication skills and proven stakeholder management
- Training on soft and technical skills
- **Languages: Arabic (Native), English (Native), Turkish (Intermediate)**

Experience

Freelance / Digital Marketer & Website Developer

JUNE 2019 - Present, ISTANBUL TURKEY

Perform digital marketing operations on Google Ads, Facebook, Instagram, LinkedIn and various B2B platforms.

Worked with clients across eCommerce, FMCG, Hospitality, Venture Capital, Medical, Beauty, and Tourism sectors.

Build websites/ landing pages with HTML, CSS, JavaScript, React and WordPress

Google Ads Project (CCC) / Agency Account Strategist

MAY 2018 - JUNE 2019, ISTANBUL TURKEY

Collaborating with assigned marketing agencies on improving ROI from Google. Achieved an average of 150% ROI of assigned accounts.

Handling on average 150 accounts and 500,000 USD quarterly.

Providing industry vertical insights and benchmarks to help expand to new markets.

Istanbul&I NGO / Executive Board Member (volunteer)

OCT 2017 - JAN 2019, ISTANBUL TURKEY

Creating internal communication and digital advertising systems.

Writing the charter for the community, ensuring it aligns with the NGO's mission.

Managing a team of copywriters and digital advertisers, setting the marketing strategy for paid and unpaid advertising.

Estevien Clinic / General Sales and Marketing Manager

FEB 2017 - SEP 2017, ISTANBUL TURKEY

Increased company revenue and reached monthly growth targets by achieving 100 percent growth month over month

Setting the marketing team's objectives and target countries budgets

Managing revenue and cost elements of the company

Developing and continuously improving the sales employee benefit system

MCAN Health / MENA Sales and Marketing Manager

AUG 2016 - JAN 2017, ISTANBUL TURKEY

Managing a team of 6 employees

Achieved 12% conversion rate of leads to sales monthly

Organizing monthly strategies for promotional campaigns and analytical evaluation of advertisement campaigns

ClinicExpert / International Sales Executive

NOV 2015 - JULY 2016, ISTANBUL TURKEY

Lababidi Laboratory / General Manager

JAN 2010 - JUNE 2015, ALEPPO SYRIA

Lababidi Laboratory / Technician

MAR 2007 - JAN 2010, ALEPPO SYRIA

Education

Re:Coded + Flatiron School/ Frontend Website Development Bootcamp

MARCH 2020 - AUG 2020

Intensive website development bootcamp focusing on HTML, CSS, JavaScript, React

University of Aleppo / Bachelor of Science (Mechanical Engineering/ (Textile Engineering)

GRADUATED: MAY 2015

Certificates

Google Ads specialization certificates (Search, Display, YouTube, Mobile, Shopping); Google Analytics Certificate; Google Tag Manager Certificate