

Bahaa Dabbagh

Marketing Professional

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Melbourne/Victoria
0 499 339 420

I'm an experienced and creative marketing guru looking for a challenging and dynamic role with a focus on growth. I thrive in environments where I can harness and apply creativity while being driven by impact, opportunity, and learning.

Skills

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- Extensive experience in marketing & brand management
 - Management of creative & technical teams
 - Development & execution of Go To Market strategies
 - Digital reports to influence strategic impact
 - Strong communication skills and proven stakeholder management
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Experience

Energy Consumers Australia/ Digital Marketing Manager

May 2022 - PRESENT, Melbourne

Nonprofit organisation advocating for long-term consumer needs in the Australian energy sector.

Managing the digital presence across the website, social media, analytics, and user journeys.

Increased website traffic by 270% in the first 3 months

Managing digital campaigns to expand reach to new audiences.

Creating audience personas in collaboration with organisational directorates to better serve their marketing goals.

Expansion of digital presence to include IG & FB

Managing the website upgrade project for a better UX/UI

Vinnies (St Vincent De Paul Society) / Digital Marketing Lead

JAN 2022 - MAY 2022, Melbourne

Nonprofit organisation helping the less advantaged with a variety of programs in education, food insecurity, homelessness, and cost of living.

Managing all the digital aspects of Vinnies Victoria.

Creating a reporting strategy to influence operational change.

Creating the SEO strategy of Vinnies Victoria.

Creating a digital marketing strategy to better serve retail goals

Expansion of the digital presence to include Twitter & TikTok

Managing the national CEO Sleepout digital campaign across all states and overachieving on all fundraising targets.

Re:Coded / Digital Marketing Advisor

JAN 2021 - APR 2022, REMOTE

Educational Nonprofit organisation providing quality education to communities that have less access to the digital economy.

Establishing the digital marketing strategy

Setting the strategy for online crowdfunding on all platforms

Reporting and data visualisation to guide scaling of operations
Managing website content and SEO strategy
Increased organic social media followers from 15K to 45K in 6 months
Deep tracking of user behaviour with Google Analytics, Heatmaps, Salesforce, and form submissions

SelectCreatives Agency / Digital Marketing Manager

JUNE 2019 - Jan 2021, REMOTE

Digital agency providing 360-solutions to brands to establish their digital presence and scale it.

Managing 24 digital marketing accounts on a day-to-day basis across social platforms

Managing accounts across Healthcare, Real estate, FMCG, Retail, Education, and eCommerce industries

Setting weekly/monthly/yearly budget utilisation plans for clients

Reporting the performance of each promotion and optimising accordingly

Google TVC / Agency Account Strategist

MAY 2018 - JUNE 2019, ISTANBUL TURKEY

Collaborating with top marketing agencies on improving ROI from Google Ads

Handling on average 150 accounts and \$500K quarterly

Planning account expansion to new markets and launching new products

Creating client proposals based on market research and digital data.

Managing accounts across Healthcare, Real estate, FMCG, Retail, Education, and eCommerce industries

Istanbul&I NGO / Executive Board Member (volunteer)

OCT 2017 - JAN 2019, ISTANBUL TURKEY

Nonprofit organisation providing a variety of services in education, food insecurity, LGBTQI, refugees, and social cohesion.

Creating internal communication and digital advertising systems

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

Estevien Clinic / General Sales & Marketing Manager

FEB 2017 - SEP 2017, ISTANBUL TURKEY

Increased company revenue and reached monthly growth targets by achieving 100 percent growth month on 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 marketing campaigns

Clinic Expert / International Sales Executive

NOV 2015 - JULY 2016, ISTANBUL TURKEY

Achieving sales targets monthly

Focusing on ensuring patient satisfaction and monitoring feedback

Reporting of conversion rates and needed monthly adjustments

Lababidi Laboratory / Account Manager

MAR 2010 - JAN 2015, ALEPPO SYRIA

Managing relationships with partners with a focus on sales & revenue

Education

Flatiron School/ Front-End Website Development Bootcamp

MAR 2020- AUG 2020

Intensive website development bootcamp focusing on HTML, CSS, JavaScript, React, and Version Control & Testing

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

MAY 2015

Certificates

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