

# 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.

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### Skills

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- 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 customer focus and proven track record of meeting customer satisfaction and company performance targets
  - Strong communication skills and proven stakeholder management
  - Training on soft and technical skills
  - **Languages: Arabic: Native, English: Native, Turkish: Intermediate**

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### Experience

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#### Freelance / Digital Marketing Specialist

JUNE 2019 - Present, ISTANBUL TURKEY

Perform digital marketing operations on Google Ads, Facebook, and Instagram  
Reporting the performance of each promotion and making edits accordingly

#### Google Ads Project (CCC) / Agency Account Strategist

MAY 2018 - JUNE 2019, ISTANBUL TURKEY

Collaborating with assigned marketing agencies on improving ROI from Google  
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 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, training staff and keeping them up to date with new sales practices and market info

Achieved 12% conversion rate of leads to sales monthly

Organizing monthly strategies for promotional campaigns and analytical evaluation of advertisement 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 / General Manager**

JAN 2010 - JUNE 2015, ALEPPO SYRIA

Managing a team of 30-40 employees

Hiring, training and evaluating staff performance

### **Lababidi Laboratory / Technician**

MAR 2007 - JAN 2010, ALEPPO SYRIA

Managing installation and maintenance of equipment

Ensuring correct quality control procedures are carried out

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## **Education**

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### **Re:Coded + Flatiron School/ Front-End Website Development Bootcamp**

MAR2020- AUG2020

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

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

GRADUATED: MAY 2015

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## **Certificates**

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