

LAYLA FAROUK

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EXECUTIVE SUMMARY

Senior marketing leader with 12+ years of experience driving digital transformation and business growth. Proven track record of leading high-performance teams, implementing strategic initiatives, and delivering solutions that generate measurable ROI across global markets.

CORE COMPETENCIES

Strategic Leadership	Team Management	Digital Transformation
Growth Marketing	A/B Testing	Process Optimization
Stakeholder Management	P&L Responsibility	Change Management

PROFESSIONAL EXPERIENCE

Digital Marketing Specialist

CloudFirst | 2012 - Present

- Spearheaded enterprise-wide marketing transformation initiatives impacting 1896+ employees
- Delivered \$5M+ in annual revenue growth through strategic growth marketing implementations
- Built and led global teams of 32 professionals across 8 countries
- Reduced operational costs by 32% while improving service quality and customer satisfaction

EDUCATION & CERTIFICATIONS

Master of Business Administration | University of British Columbia | 2009

Bachelor of Science in Psychology | University of British Columbia | 2007

Professional Certifications:

- Google Ads Certified