

Abed Al Rahman Ali

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WORK AUTHORIZATION

Holder of “French Residency Permit - Passport Talent Famille” with legal authorization to work in France.

OBJECTIVE

A passionate professional marketer with advanced experience in digital marketing, strategic planning and complex campaigns execution. Highly proficient in graphic design, corporate branding and audio-visual production. Determined to use my technical and managerial skills to reach the organization's goals.

PROFESSIONAL EXPERIENCE

Digital & Media Unit Manager - Lebanon & Egypt - May 2021 - Oct 2024

Médecins Sans Frontières (MSF) - *an international medical humanitarian NGO*

- Lead a multi-dimensional team of graphic designers, video editors, digital media and press officers. As Digital Unit Manager, I am responsible for MSF digital activities, content creation, context analysis and social media listening.
- Develop and implement the MSF annual digital strategy.
- Propose yearly marketing budget and advice on campaigns spending.
- Create monthly reports on digital performance and communications highlights.
- Launch digital marketing paid campaigns (Google Ads, Google Display, social media).
- Perform ROI analysis to evaluate the effectiveness of marketing campaigns (PPC, SEO, Display, Video, Social).
- Ensure MSF website quality and efficiency by conducting regular tests, updating the content, improving user experience and implementing the latest trends.
- Generate google analytics reports, analyze trends and provide actionable insights based on user behavior and journey, funnel analysis and multi-channel attribution.
- Create and disseminate the MSF monthly email newsletter.
- Raise MSF digital awareness and acceptance among its audience and increase the lead generation.
- Support the crisis management team that interferes during medical and non-medical crises in preparing communication strategies and action plans.
- Support the HR department and the International Recruitment team in creating promotional materials and social media campaigns.
- Participate with the International Digital Working Group in developing MSF digital activities worldwide.

Senior Marketing Officer - Middle East & Africa - May 2017 - April 2021

Advanced Constructions Technology Services - *a leading civil engineering firm*

- Create and Implement the company's marketing and branding strategies including market research, marketing plans, brand audit, data analysis, and campaigns creation.
- Develop the company's digital marketing strategies (email marketing, social media, SEO, website content creation, and CMS management).
- Organize the company's events such as "Future Concrete Construction Conference", one of the largest concrete conferences in the Middle East.
- Design the company's promotional materials and marketing campaigns and coordinate their production.
- Assist in CRM monitoring and data analysis.

Marketing & Social Media Manager - Part Time - Mar 2017 - Mar 2019

Afandina & BlueJeans Restaurants - *casual dining restaurants*

- Manage the restaurant's marketing activities: brand audit, managing social media platforms and content creation.
- Responsible for the menu engineering including design, pricing strategies, and items profitability study.
- Design marketing collaterals and branding materials.

PROFESSIONAL EXPERIENCE

Marketing Manager - Jul 2016 - Mar 2017

Izzat Daouk & Hair Lounge - a regional retailer of personal care and beauty products

- Develop, implement and execute marketing strategies and activities.
- Lead the graphic design and digital marketing team.
- Manage the E-commerce website.
- Generate sales and traffic reports using CRM.
- Manage the company's events including new openings, bazaars, and job fairs.

Marketing Coordinator - Beirut & Dubai - Jun 2014 - Dec 2015

Shawarmanji Restaurant - a fast food chain

- Assist the Marketing Manager in the marketing activities, market research, promotional campaigns, identifying target audiences, and performing branding audit.
- Assist in events planning and management.
- Perform market analysis and contribute in new items creation.

Production Executive - Lebanon & KSA - Jan 2011 - Apr 2014

Mainline - an advertising agency

- Responsible for the campaign's production in Lebanon & KSA across several marketing channels such as magazines, newspapers, television ads, events, displays, and digital advertising.

Signs & Banners Specialist / Graphic Designer - Nov 2007 - Jul 2010

Fedex Kinkos - an international printing center

- Design and print brochures, logos, signs, books, magazine covers, annual reports, advertisements, and other communication materials.
- Perform quality assurance on printed materials.

EDUCATION

- Master of Business Administration (MBA), Antonine University
- Bachelor in Advertising, Lebanese International University (LIU)

LANGUAGES

English, Arabic: All Fluently written, spoken and read.

VOLUNTEERING EXPERIENCE

Rescuer, team leader & first aid trainer in Lebanese Red Cross, Emergency Medical Services since 2007.

SKILLS



TRAININGS & CERTIFICATIONS

- Professional Diploma in Digital Marketing (PDDM) - Morgan Institute
- Google Adwords Training Course - Google Sunday
- Leadership & Team Management Workshop - Lebanese Red Cross
- Team Building & Customer Service Training - FedEx Kinko's