

# Marwan Abi Khalil

Certified Digital Marketing Professional

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“Marwan possesses a managerial approach that rallies the team to raise their productivity levels and to focus on problem-solving. He’s diligently passionate about digital communications, constantly adopting best practices and upskilling his team. He’s action-oriented, tactful in communications, and always able to handle feedback adroitly, which enables him to build strong mutually respectful relationships within the team and with end-users.” - [Gabriel Abiad, Vice President for Institutional Advancement at Lebanese American University.](#)

## CORE COMPETENCIES

- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Social Media Marketing (SMM)
- Email Marketing
- Digital Design & Development
- User & Customer experience
- Data / Analytics
- Omnichannel Marketing
- Team Building

## PROFESSIONAL EXPERIENCE

### Digital Marketing Manager

Dentalook - Canada

August 2023 – Present

- Developing and executing digital marketing strategies, contributing to a steady 25% increase in patient bookings and ongoing growth in dental talent recruitment, leveraging platforms such as websites, social media, and marketing automation tools, while utilizing CRM systems for streamlined communication.
- Leading the ongoing revamping and optimization of clinic websites and digital assets resulting in a sustained 40% increase in website traffic and continued improvement in patient engagement through marketing automation strategies.
- Planning, executing, and evaluating strategic paid advertising campaigns on platforms like Google, LinkedIn, and Meta Ads, contributing to a consistent 35% increase in patient inquiries and continued expansion in talent applications, while integrating CRM data for targeted audience segmentation.
- Demonstrating adept project management skills by coordinating with internal teams and external vendors to deliver ongoing digital projects on time and within budget.
- Implementing targeted marketing automation workflows to drive ongoing patient appointment bookings and enhance patient retention, contributing to sustained growth in patient satisfaction and loyalty.
- Continuously monitoring and analyzing SEO performance across clinic websites, implementing ongoing tactics to maintain improved search rankings and enhanced online visibility, resulting in sustained website traffic growth and ongoing patient inquiries.

### Head of Digital Communications

Lebanese American University - Lebanon

February 2019 – June 2023

- Created and executed digital communication strategies to enhance the university's online presence and branding across multiple platforms and channels, such as websites, mobile apps, email marketing, and social media
- Revamped 7 school websites, 20 institute and program websites, and a COVID-19 website, developed 1 mobile application, and templates for 10+ newsletters
- Planned, supervised, executed, and evaluated 30+ strategic paid advertising campaigns on Google, TikTok, Twitter, LinkedIn, and Meta Ads

- Demonstrated strong project management skills by coordinating with team members and third-party vendors to deliver mobile applications and website designs on time and within budget.
  - Launched over 90+ email campaigns and implemented strategic imperatives to optimize email marketing based on competitive reviews, best practices, and latest industry trends resulting in 23% stronger engagement
  - Monitored and analyzed SEO tactics and strategies to improve 55+ websites performance.
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**Managing Director**

April 2015 - February 2019

VIBRANTlab – Digital Agency - Lebanon

- Achieved a record-breaking 45% year-over-year revenue growth and expanded active client portfolio from 80 to 350 across multiple countries by effectively leading sales, marketing, and operations teams to implement successful growth strategies
  - Revamped company operations by developing and executing a strategic plan that led to a 20% increase in efficiency, productivity, and profitability, exceeding industry benchmarks and setting a new standard for excellence
  - Guided cross-functional team members to meet key business goals
  - Directed cross-functional teams to meet and exceed key business goals, including 10% increase in revenue, 60% improvement in customer satisfaction, and 25% reduction in operating costs
  - Championed a culture of continuous improvement, innovation, and excellence, fostering a positive work environment and motivating teams to achieve outstanding results
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**Instructor (Part Time)**

Lebanese American University – Lebanon

February 2015 - February 2018

Haigazian University - Lebanon

February 2011 – February 2018

Instructed over 1000 computer science and MIS students in web programming, including advanced e-commerce concepts, for 7 years, utilizing a variety of technologies and teaching methods.

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**Regional Digital Director**

June 2013 - May 2015

mmg M.E. – Partner agency with Publicis - Qatar

- Created and executed customized digital communication strategies for various industries, including software, aviation, healthcare, education, technology, and real estate, to effectively reach and engage with their specific target audience, thereby boosting their brand presence.
  - Successfully managed a portfolio of over USD 2 million in monthly retainer fees for key clients such as Qatar Airways, Qatari Diar, Qatar Museums, and Hamad Bin Khalifa University.
  - Improved SEO techniques across all websites, resulting in a 25% annual increase in web traffic, online registrations, and lead generation.
  - Kept up-to-date with industry trends, competitive insights, and emerging technologies, and made recommendations to the team on new communication platforms.
  - Effectively led a remote team spanning across 5 countries and various time zones.
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**Chief Technical Officer**

February 2007 - October 2012

Keeward – Digital Agency - Lebanon

- Spearheaded the technical vision and strategy, leading to a 300% increase in revenue over 5 years.
- Oversaw the development of all technology initiatives, managing a team of 25+ developers and engineers across 6 countries.
- Successfully identified and resolved project issues and risks, resulting in a 100% project completion rate within scope and budget.
- Developed and implemented effective risk mitigation plans, reducing project delays by 40%.
- Maintained open and effective communication with stakeholders, ensuring alignment with business objectives and priorities.
- Mentored and coached cross-functional teams, fostering a sense of accountability and positive action that led to a 25% increase in team productivity.

**Technical Team Leader / Project Manager**

February 2005 - February 2007

Equitech – Software Agency - Lebanon

**Technical Team Leader / Project Manager**

November 2003 - January 2005

A2A Production – Web Agency - Lebanon

**Software Engineer**

November 2002 - October 2003

Netways – Software Agency - Lebanon

I invite you to review my recommendations on LinkedIn (<https://www.linkedin.com/in/marwanak/details/recommendations/>) that have been provided by my colleagues and supervisors throughout my career.

**EDUCATION****Masters of Science in *Computer Science***

Lebanese American University, Byblos – Lebanon, 2008

Assessed as equivalent to a master's degree in Canada by WES

**Bachelor of Science in *Computer Science***

Lebanese American University, Byblos – Lebanon

Assessed as equivalent to a bachelor's degree in Canada by WES

**Languages**

- **Arabic:** Native
- **English:** Professional proficiency
- **French:** Intermediate proficiency

## PROFESSIONAL DEVELOPMENT

- **AI-Powered Performance Ads** - Google
- **Microsoft Advertising Search Certification** – Microsoft Advertising Learning
- **Digital Marketing Strategy and Planning** - Specialization Certificate from Digital Marketing Institute
- **Meta Certified Digital Marketing Associate** - Meta
- **Meta Certified Media Planning Professional** - Meta
- **Google UX Design Professional Certificate (in progress)** - Google Career Certificates / Coursera
- **Digital Marketing Certified** - Hubspot
- **SEO Certified** - Hubspot
- **Become an SEO Expert** - LinkedIn Learning
- **Inbound Certified** - Hubspot
- **Advertising on LinkedIn** - LinkedIn Learning
- **Google Ads Essential Training**, LinkedIn Learning
- **Google Ads – Measurement** - Google Ads
- **Google Ads Video Certification** - Google Ads
- **Google Ads Display Certification** - Google Ads
- **Google Ads Search Certification** - Google Ads
- **Online Marketing Foundations**, LinkedIn Learning
- **Digital Skills : User Experience**, Accenture
- **Business Leadership Certificate training program** - Continuing Education Department at LAU
- **The Fundamentals of Digital Marketing** - Google
- **Google Analytics Certification** - Google
- **Introduction to Marketing** - Coursera

You can find more information about my qualifications and experience on my LinkedIn profile: [linkedin.com/in/marwanak](https://www.linkedin.com/in/marwanak)