Marwan Abi Khalil

Digital Marketing Director | Growth Strategist | Performance-Driven Leader

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Professional Summary

Digital Marketing Director with 17+ years of success driving growth and engagement across healthcare, higher education, and agency sectors. Expert in data-driven, multi-channel performance marketing, digital transformation, and brand strategy. Proven record managing $1M+ advertising budgets, leading cross-functional teams, and executing CRM automation, SEO/SEM, and paid media strategies to deliver measurable ROI. Skilled in executive alignment, digital roadmap execution, and P&L accountability.

Core Competencies

Digital Strategy, Growth Marketing, Performance Marketing, SEO/SEM, CRM & Marketing Automation, Paid Media Management, Brand Positioning, Team Leadership, Marketing Analytics, Digital Transformation, Cross-Functional Collaboration, Revenue Optimization, Budget Management, Demand Generation, Campaign Optimization.

Professional Experience

Head of Digital Marketing | Dentalook | Canada | Aug 2023 – Present

- Directed digital marketing strategy across 35+ clinics, boosting patient acquisition by 35%, while managing a $1M+ annual ad spend and optimizing ROI through paid search, social, and display campaigns.
- Directed a cross-functional team across multiple countries, ensuring seamless execution of marketing initiatives, and managed a patient contact center team integrating AI-powered automation and CRM workflows, increasing lead conversion by 40% and enhancing patient retention through targeted retargeting campaigns.
- Built in-house marketing platforms that reduced vendor costs by 50% and improved data visibility, driving greater operational efficiency.

Head of Digital Communications | Lebanese American University | Lebanon | Feb 2019 – Jun 2023

- Led and mentored a cross-functional team of digital professionals in executing digital communications and branding strategies, driving a 23% increase in engagement while ensuring project alignment and efficiency.

- Oversaw the redesign of 7 school websites and 20+ program sites, improving UX and accessibility, and spearheaded an SEO overhaul across 55+ university websites, resulting in a significant boost in organic traffic.
- Managed 50+ large-scale paid media campaigns across Google, LinkedIn, and Meta, while launching 100+ automated email campaigns that increased open and conversion rates.
- Implemented automation tools and processes across digital platforms, enhancing operational efficiency and scaling marketing efforts effectively.

Managing Director | VIBRANTlab | Lebanon | Apr 2015 – Feb 2019

- Achieved 45% YoY revenue growth, expanding client base to 350+ international brands.
- Managed teams executing integrated campaigns improving acquisition and retention rates.
- Introduced automation and AI-driven marketing strategies to optimize performance.
- Restructured operations improving productivity and profitability by 20%.

Regional Digital Director | mmg M.E. | Qatar | Jun 2013 – May 2015

- Managed $2M+ monthly digital marketing budgets for major clients including Qatar Airways, Qatar Museums, Qatari Diar.
- Improved website traffic and lead generation by 25% annually through SEO and PPC.
- Directed remote teams across five countries ensuring high-quality campaign execution.

Technical Director | Keeward | Lebanon | Feb 2007 – Oct 2012

- Defined and executed the digital and technical strategy, driving a 300% revenue growth over five years through innovation, scalability, and technology optimization.
- Guided and mentored a cross-functional team of 25+ developers and technical professionals, ensuring the on-time and on-budget delivery of all projects, while increasing team productivity by 25% through strategic guidance and process improvements.
- Enhanced operational efficiency by 40% by implementing risk mitigation strategies and adopting agile methodologies, streamlining development cycles and accelerating time-to-market.

Earlier Roles

- **Instructor** – Web Programming, SEO, and E-Commerce | Lebanese American University & Haigazian University | 2011 – 2018
- **Technical Team Leader / Project Manager** | Equatech | 2005 – 2007
- **Technical Team Leader / Project Manager** | A2A Production | 2003 – 2005
- **Software Engineer** | Netways | 2002 – 2003

Education

- **Master of Science**, Computer Science | Lebanese American University | 2004 – 2008 | (WES Equivalent: Master's Degree, Canada)
- **Bachelor of Science**, Computer Science | Lebanese American University | 1998 – 2002 | (WES Equivalent: Bachelor's Degree, Canada)
- **Certified Digital Marketing Expert** (in progress) | Digital Marketing Institute & American Marketing Association

Certifications

Google Ads (AI-Powered Performance, Search, Display, Video) | Google Analytics | Meta Certified Media Planning | HubSpot Digital Marketing | Microsoft Advertising Search Certifiation | SEO Certified | DMI Strategy & Planning | Business Leadership Certificate
For additional certifications, visit: linkedin.com/in/marwanak/details/certifications/

Languages

Arabic – Native | **English** – Professional Proficiency | **French** – Intermediate

Additional Information

LinkedIn Recommendations: linkedin.com/in/marwanak/details/recommendations