

Hands-on marketing professional with nearly 10 years' experience executing B2B campaigns across digital, content, email, and events for corporate and growth-focused teams.

CORE COMPETENCIES

B2B Marketing | Campaign Management | Lead Generation | Branding & Content | Email Marketing | Web Design

EXPERIENCE

Abdou Consulting | Berlin, Germany | September 2024 - March 2025
Founder (Self-Employed)

- *Led marketing, branding, social media, and digital growth strategies for startups and SMEs, driving leads and engagement.*
 - Created and managed email campaigns using Mailchimp, Klaviyo, and Shopify Email, achieving strong open rates and consistent engagement.
 - Built 5+ websites for CEOs using WordPress, Shopify, and other platforms, focused on branding and user experience.
 - Provided strategic marketing consultation, reporting, and funnel optimisation for client acquisition and retention.

IFM Investors | London, UK | January 2024 - August 2024 (Contract)
Associate, Growth & Retention Marketing, EMEA

- *Managed, coordinated, and executed key marketing campaigns and initiatives primarily targeting institutional investors.*
 - Received GEM Diamond Award for leading the NZIF AGM campaign and delivering global stakeholder updates on our Net Zero Infrastructure Fund.
 - Created high-performing content across social media, email campaigns, and websites, contributing to increased engagement and lead generation.
 - Managed external production teams and agencies to execute campaigns on schedule, and cultivated strong relationships with senior stakeholders.

EY | London, UK | May 2022 - February 2023 (Contract)
Assistant Director, Global SAP Alliance

- *Led strategic marketing initiatives focused on digital transformation with SAP solutions, ensuring a seamless integration of brand messaging across channels.*
 - Executed integrated digital campaigns across virtual events, webcasts, PR, social media, influencer marketing, and EY/SAP digital platforms.
 - Coordinated content, sales enablement assets, and video production for global virtual events with EY and SAP alliance marketing teams.
 - Established relationships and close collaboration with colleagues in the Alliances team, across Service Lines, Industries, Areas and Regions.

MY DIGITAL TOOLKIT

HubSpot, Marketo, Salesforce, GA4, Hootsuite, Buffer, WordPress, Sitecore, Webflow, Shopify, Wix, Zoho CRM, MailChimp, Klaviyo, Photoshop, Canva, Google Ads, LinkedIn Ads, Instagram Ads, Facebook Ads, TikTok Ads, CapCut, Vimeo, PowerDirector, SurveyMonkey, Trello, Notion, Microsoft 365.

CERTIFICATIONS & AWARDS

- Chartered Marketer (CIM) status in progress
- GEM Diamond Award
- HubSpot Marketing Software
- HubSpot Content Marketing
- HubSpot Email Marketing
- HubSpot Inbound Marketing
- Google's Digital Garage
- Writing Effective Press Releases, PRCA
- Influencer Marketing, Greater Learning
- Voice Marketing, LinkedIn
- Student Speaker Awards, Mountbatten Institute
- Marketing Commendation Award, WIT
- WIT Dean's List Award

LANGUAGES

- English
- Arabic

EXPERIENCE

International SOS | London, UK | February 2020 - May 2022

Group Senior Marketing Executive

- *Supported healthcare marketing campaigns as part of a global team, collaborating across regions to drive engagement and align with business objectives.*
 - Drove \$400K+ in closed-won revenue for the 'Return to Travel' campaign through targeted collateral, sales assets, and webinar support.
 - Developed content, design & sales assets for our flagship annual Risk Outlook campaign, consistently generating over \$1m in sales opportunities.
 - Generated demand through content creation, case studies, social media, website management, and stakeholder communications.

Moody's Analytics | London, UK | October 2019 - February 2020 (Contract)

Associate - Events & Outreach

- *Involved with the execution of a large volume of Moody's live projects, multimedia, and sponsored events..*
 - Marketed a global webinar on COVID-19's economic impact, achieving a record 970+ external registrants.
 - Supported marketing and logistics for the Credit Trends series across 17 EMEA cities, driving a 36% year-over-year increase in participation.
 - Created 100+ Moody's events and series pages, whilst ensuring consistency and adhering to brand standards across all pages.

Moody's Analytics | New York, US | August 2018 - August 2019

Marketing Associate

- *Developed marketing and event programs that build the profile of the Moody's Analytics brand as well as generating leads for the sales organization.*
 - Built brand awareness and nurtured leads through Marketo email campaigns, including post-campaign monitoring and tracking.
 - Designed and managed landing pages, content updates, and social campaigns across Sitecore, Hootsuite, and LinkedIn Campaign Manager.
 - Reported on marketing and event performance, supported multiple business lines, and handled admin and ad hoc tasks.

Maven TM | Carlow, Ireland | September 2017 - May 2018

Digital Marketing Executive

- *Represented leading global technology firms by executing inbound marketing campaigns tailored to generate qualified leads and strengthen brand presence.*
 - Assisted with client campaigns using leading inbound marketing platforms, including HubSpot and Eloqua, to support lead generation and email automation.
 - Created a range of content including blogs, premium assets, eShots, social media posts, and website copy to support inbound marketing campaigns.

EDUCATION

Chartered Institute of Marketing | 2021 - 2024

CIM Level 6 Diploma in Professional Marketing

University of Chester | 2018 - 2019

Master of Arts (MA) in Entrepreneurial Management

Waterford Institute of Technology | 2013 - 2017

Bachelor of Arts (BA) in Marketing with Advertising & Online Media (Hons) First Class Honors (1:1)

INTERESTS

- Networking Events
- Podcasting
- Chess
- Football
- Mixed Martial Arts
- Volunteering
- Mentoring
- Travelling

WORK ELIGIBILITY

UK & EU (Irish citizen)