
Mohamad Ziada

B2B & B2C Digital
Marketing Director



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Fatih/Istanbul

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Summary

Experienced digital marketing manager with a focus on holistic marketing strategies for multinational companies, driving growth through innovative and integrated digital solutions and campaigns across B2B and B2C sectors.

Experience

TVO Vegetable Oil / Digital Marketing Manager

Jan 2024 - At Present, Istanbul (On-site) Part-time

Sector: Vegetable Oils - B2B

1. Developed the company's visual identity.
2. Supervised and managed the product packages design process.
3. Led the website, catalog, and collateral materials development.
4. Designed and oversaw the design of exhibition stand concept.
5. Oversaw the social media content plan and design alignment.

iGate Holding/ Global Communication Senior Specialist

Nov 2023 - At Present, Switzerland (Remote) - Part-time

Sector: Industrial Investment Management

1. Managed the development of the company's visual identity.
2. Launched the social media content plan on different platforms.
3. Designed and developed the corporate website UI and content.
4. Followed up the digital marketing activities of the corporate's subsidiaries.

Lugano Internationl S.R.L./ Global Digital Marketing Coordinator

Jan 2022 - At Present, Bergamo/Italy (Online) Part-time

Sectors: Espresso & Coffee Machines

1. Developed the company's visual identity & website for global markets.
2. Managed marketing communications with the company agents worldwide.
3. Supported the agents with digital marketing plans and materials.
4. Oversaw agents' social media channels and marketing content.
5. Crafted a social media how-tos guide to help agents in SM marketing.
6. Participated in product package designs with local and global teams.
7. Launched and followed up on the project of mall kiosk design.

MENA Gate A.S. / Digital Marketing Manager (Promotion)

Jan 2022 - At Present, Istanbul (On-site) Full-time

Sectors: Packaging, Dairies, Coffee

1. Established and led the digital marketing team and department.
2. Crafted and executed annual B2B/B2C digital marketing strategies.
3. Designed and developed creative exhibitions and stand concepts.
4. Analyzed and visualized key digital marketing metrics.
5. Managed media buying & lead generation campaigns across platforms.
6. Oversaw the development of printed materials and collaterals.
7. Initiated and launched social responsibility initiatives and events.
8. Managed influencer marketing activities.
9. Participated in the process of designing product packages.

MENA Gate A.S. / Digital Marketing Specialist

Mar 2020 - Dec 2021, Istanbul (On-site) Full-time

Sectors: Packaging, Dairies, Coffee

1. Developed brand visual identities for the group's brands.
2. Built 12 multilingual websites for the group and its brands.
3. Created and managed the presence on social media channels.
4. Developed & updated the infrastructure of e-commerce websites.
5. Executed SMM and SEM campaigns, generating \$50K+ in e-commerce sales and 1200+ B2B leads.
6. Set up and integrated Bitrix24 CRM with sales data sources.
7. Updated and enhanced catalog content and design.
8. Implemented on-page technical SEO across all websites.

Celia Nutrition/ Digital Marketing & e-Commerce Specialist

Jan 2021 - Jun 2024, Istanbul (On-site) Part-time

Sector: Baby Milk Formulas

1. Crafted & managed social media channel plans.
2. Launched and followed up the media buying campaign and reporting.
3. Managed the influencers marketing operations.
4. Created a strong presence of the brand products on e-commerce platforms.
5. Made sure collaterals and SM content are in alignment with Codex policy.
6. Run social media and internal e-commerce campaigns and ads.
7. Developed exhibition and event concepts.

Kuzluk Agency / Co-Founder & Digital Marketing Specialist

Mar 2019 - Mar 2021, Istanbul (On-site) Part-time

Sectors: Real Estate, Tourism, FMCGs

1. Analyzed client needs and designed tailored marketing solutions.
2. Developed 10+ no-code websites across various sectors and countries.
3. Carried out media buying campaigns on social media and Google.
4. Oversaw graphic design and visual production operations

Basamat for Development / Co-founder & Grants Proposal Writer

Apr 2015 - Mar 2020, Lebanon & Turkey (Hybird) Full-time

Sectors: Non-for-profit, Education, Relief

1. Crafted 53+ project proposals addressing education, micro-finance, social empowerment, and relief sectors.
2. Secured \$1.5M+ in funding for projects in Lebanon, Turkey, and Syria.
3. Coordinated communication and reporting to international donors, including EED, Qatar Charity, ANERA USA, and Human Concern International Canada.
4. Trained non-profit organization members on grant proposal writing and program monitoring.

Enab Baladi Newspaper / Writer and Editor

April 2014 - Sep 2016, Lebanon (Remote) Project

Sector: Social Cause

1. Wrote and edited +40 articles related to social causes.

Education

University of the People / Association Degree in BA (CGPA: 3.56/4)

July 2017 - June 2020

French Lebanese University / Bachelor Degree in BA

Aug 2015 - June 2016 Deferred

Damascus University / Bachelor Degree in Electric Energy Engineering

Sep 2011 - July 2012 (Deferred)

Certifications and Courses

DeepLearning.AI / ChatGPT Prompt Engineering for Developers

Issued Mar 2024

Domestika / Contemporary Brand Identity: Using Verbal and Visual Branding

Issued Oct 2023

IE University / Market Research and Consumer Behavior

Issued Dec 2022

Yonsei University / International B2B (Business to Business) Marketing

Issued Nov 2020

Niuversity / Search Engine Optimization

Issued Oct 2020

Meta / Facebook Certified Media Planning Professional

Issued Jun 2020

Google / Fundamentals of Digital Marketing

May 2019

Talal Abu-Ghazaleh University College of Business/ Certified Management Consultant (CPMC)

May 2018

Languages

Arabic Native

English Advanced

Turkish Upper-intermediate

Skills

- B2B and B2C marketing strategic planning
- SMM and SEM
- Odoo, Bitrix24, Workiom, Zoho, SAP
- Brand visual and verbal communication management
- Funnels and conversion rate optimization
- E-mail and SMS marketing
- SEO (on-page, off-page, technical)
- Content creation and copy writing
- Product packaging and exhibition design
- Ai usage and applications
- Data analysis and reporting
- Google Analytics, Google Search Console, Wordpress
- Design software (Illustrator, Photoshop, Canva)