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London, ON N6H5V7



[Bold Profile](#)



[Nationality: Canadian](#)

EDUCATION

Master of Arts, Digital Marketing And Ecommerce
ENEB (Escuela De Negocios Europea De Barcelona),
Barcelona, Spain
June 2024

Associate of Arts, Digital Marketing
TriOS College Business Technology Healthcare,
London, ON
November 2020

Bachelor of Arts, Business Administration
Canadian WES Credentials,
Canada
January 2011

MBA, International Development "Not Completed"
Bay Atlantic University -

YOUSSEF SADAKI

PROFESSIONAL SUMMARY

Marketing Guru and Strategic Digital Marketing Specialist with a robust international background spanning North America, the Middle East, and Europe. Recognized for driving substantial business growth through strategic and innovative marketing strategies. Proven track record in negotiating and securing long-term agreements, fostering strong client relationships, and leading cross-functional teams to achieve enhanced efficiency and productivity. Skilled in conducting comprehensive market research and developing business plans that align with organizational goals. Proficient in leveraging advanced digital tools such as Google Analytics, Google Ads, and Meta Business Suite to optimize marketing initiatives. Known for pioneering cutting-edge technologies, including AI-driven engagement tools, to elevate user interaction and achieve superior engagement metrics.

SKILLS

- Cross-functional Team Leadership
- Project Management
- Data Analysis
- Market Research
- Business Development
- SEO Optimization
- Content Creation and Management
- Social Media Strategy
- Google Ads Management
- Google Analytics, Tag Manager, and Search Console
- Instructional Design and Teaching
- Open-AI Chatpot Development

WORK EXPERIENCE

May 2023 - Current

Western I.T. Group - Digital Marketing Specialist, Canada & USA Offices

- Manage the internal Marketing department across Canada and USA offices, overseeing strategy development, implementation, and performance optimization.
- Led a team responsible for on-page and local SEO strategies, enhancing online visibility and aligning content with SEO best practices. Achieved a remarkable 34.7% increase in Organic Search traffic, along with an impressive 1885.5% growth in Referral traffic and a 24.6% rise in Direct traffic.
- Develop and execute impactful social media content across multiple platforms, including strategic ad placements and innovative brand messaging for new product launches.
- Implement cutting-edge technologies, including AI-driven engagement tools, to improve user interaction and engagement on digital platforms.
- Optimize Google Ads campaigns for reach and conversion, and develop

Washington, Washington, DC,
USA
February 2018

Associate of Arts: English As A
Second Language
**Sheridan College Institute of
Technology and Advanced
Learning**, Oakville, ON
September 2022

No Degree, International
Marketing
Hochschule Heilbronn,
Germany
February 2010

LANGUAGES

English

Native or Bilingual

Arabic

Native or Bilingual

targeted PPC campaigns to drive qualified traffic.

- Set up and manage comprehensive tracking and data analysis tools such as Google Analytics, Tag Manager, and Search Console.

May 2023 - Current

Witstudio.ca - Digital Marketing Manager, Canada & USA Offices (Client Accounts)

- Manage digital marketing accounts for 15 clients of Western I.T. Group across Canada and USA offices, with a total budget of \$255,000 annually.
- Implement strategies across Google Ads, Meta Ads, social media, website content, and SEO to enhance client visibility and engagement.
- Achieve significant results including an average increase of 193% in new user acquisition and an average CTA (Click-Through Rate) improvement of 5.9% across campaigns.
- Conduct rigorous market research and A-B testing for ad campaigns to optimize performance metrics and ROI.
- Lead impactful email marketing campaigns and develop chatbots to enhance customer service and effectively track performance metrics.
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April 2022 - January 2023

Old East Village BIA - Project Specialist, London, ON

- Led the Vacancy Reduction Project, strategically focusing on business recruitment and attraction to rejuvenate occupancy of available properties.
- Developed comprehensive business plans and strategies, ensuring alignment with the City of London's economic development objectives and fostering collaboration with project stakeholders.
- Implemented robust monitoring tools and performance metrics such as KPIs (Key Performance Indicators) to effectively measure and track program success, optimizing outcomes and ROI.
- Compiled and presented detailed field reports to stakeholders, including funders, City of London partners, and managers, highlighting key activities, achievements, and project progress.
- Built and actively managed a dynamic database of prospective businesses, employing targeted marketing and outreach strategies to attract entities to available commercial spaces.
- Coordinated and executed integrated marketing campaigns across digital and traditional channels, including running social media ads, utilizing digital signage, and strategically placing billboards to maximize visibility and engagement.
- Monitored project progress vigilantly, conducting proactive risk assessments and implementing mitigation strategies to ensure project milestones were met.

February 2022 - December 2022

NAB College - Digital Marketing Instructor, Mississauga, ON

- Designed and delivered dynamic classroom experiences using diverse teaching strategies, achieving a 95% student satisfaction rate.
- Successfully increased student engagement and motivation, leading to a 20% improvement in student retention rates.
- Conducted and refined academic assessments, contributing to a notable 25% increase in overall student performance.

- Maintained meticulous academic records, including grading sheets and attendance records, ensuring 100% accuracy and timely submission.
- Revamped course syllabi and content, aligning more closely with industry standards and achieving a 15% increase in program relevance.
- Developed and implemented effective lesson plans and course schedules, enhancing class productivity and learning outcomes by 20%.
- Actively observed and integrated new teaching techniques from experienced instructors and lecturers to continuously improve educational approaches.
- Monitored student progress with a focus on individual needs, providing additional support to struggling students and addressing underlying challenges.

October 2018 - April 2022

Resilience Counseling Research And Consultation - Business Development Specialist, London, ON

- Strategically negotiated and finalized long-term agreements with new clients within designated territories.
- Proactively engaged potential customers through strategic outreach via telephone, email, and in-person communications.
- Skillfully negotiated, drafted, and executed contracts with clients, ensuring clarity and mutual understanding of terms.
- Orchestrated and executed a targeted business development strategy within the psychotherapy sector, achieving a notable 15% increase in market share.
- Designed and implemented a comprehensive digital marketing and social media campaign, resulting in a significant 20% rise in customer inquiries.
- Led cross-functional teams in the meticulous development of detailed work plans encompassing management and marketing initiatives, culminating in a remarkable 25% improvement in efficiency and productivity.
- Strategically planned and executed marketing initiatives, leveraging robust referral networks to drive impactful business development efforts.

May 2016 - February 2018

Insight Advisory Group® - Research Analyst, Washington, DC, USA

- Interpreted data and made recommendations from findings.
- Gathered, arranged and corrected research data to create representative graphs and charts highlighting results for presentations.
- Validated incoming data to check information accuracy and integrity while independently locating and correcting concerns.
- Conduct research and write articles on political subjects, religious extremist groups' activities & economic wars in different regions.
- Organized 6 workshops and roundtable meetings for 70+ multidisciplinary experts in Washington D.C. for TRACK 2 diplomatic discussions.
- Published articles in prominent publications including Washington Institute for Near East Policy, The Economist, and Newsweek.
- Prepare, Create, and manage social media and website content.
- Analyzed large volumes of data to identify patterns, trends and correlations.
- Prepared detailed reports summarizing research findings and recommendations for further action.
- Enhanced decision-making processes for clients through the delivery of insightful reports and presentations.

October 2015 - May 2016

People Demand Change - Monitoring and Evaluation Consultant, Washington, DC, USA

- Performed quantitative and qualitative data analysis and impact assessments of the geopolitical situation in the Middle East to support the allocation of funding through the USAID program in Syria.
- Drafted M&E plans and progress reports for stakeholders and donors.
- Scheduled and coordinated the logistics field teams' data collection, successfully coordinating the activities of 40+ staff.

July 2014 - May 2015

Chemonics International, (USAID-OTI Syria Regional - Program Developer, Gaziantep, Turkey

- Identify partners, design grants, and coordinate with field office staff under the guidance of the donor country representative and the COP.
- Designed and implemented grant activities that responded appropriately to project goals supporting local governments in multiple sectors.
- Worked closely with program staff and OTI country representatives to implement grant programs efficiently.
- Analyzed the rapidly changing political environment in Syria, contributed to the program's rolling assessments and strategy review sessions, and other planning exercises.
- Provided technical assistance to grantees and potential grantees as required during the grants preparation stage and in the implementation phase, working closely with grants managers and other staff.
- Coordinated and liaised with the grants manager and procurement specialist to ensure effective grant implementation, compliance, and procurement requirements.