

FADI SADER



+27-(72)-266-5701



fadi@est8digital.com



www.fgws.co.za

Resume

ABOUT ME

Hi, I'm **Fadi Sader**. Having elevated the performance and profitability of diverse organizations through expert alignment of innovative strategies, I am writing to offer your company more than 6 years of expert experience in creative development, leadership of campaigns, marketing and client management. As a reputable and honored contributor to many top organizations, I am confident in my abilities to generate superior results for your company. I am fluent in English, Swedish, Afrikaans and beginner level Arabic and am an extremely fast learner. For a more detailed presentation of my offerings, feel free to contact me at your earliest convenience. Thank you in advance for your consideration, and I look forward to our conversation.

EMPLOYMENT

GROUP M, WAVEMAKER, Oct 2018 - Present
Strategic Account Manager (Digital)

Develop well thought solutions to meet clients' brand objectives based on consumer insight and data. Spotting trends and technologies that play roles in consumer's lives to ensure ultimate effectiveness. Create and oversee the execution of a plan through specific initiatives to meet the objectives of the strategy. Handle key account relationship and team to ensure effective media roll-out and client satisfaction.

ONLY DIGITAL, Mar 2018 - Present
Managing Director (Consultancy)

Define, implement and measure online brand building and lead generation efforts in alignment with the overall business strategy. Develop, execute and manage/assist digital marketing campaigns, leveraging email, SEM and social. Manage vendor relationships through content strategy and editorial calendar planning. Coordinate 3rd party marketing integrations and tools. Plan and develop digital marketing applications including landing pages, microsites, email marketing. Provide recommendations for improvement through research, competitive analysis and analysis of web analytics. Business development.

LYST PROPERTY, Jan 2017 - Feb 2018
Head of Digital

Drive the vision and strategy through paid channels and marketing teams. Create and execute strategies for performance based acquisition through multiple channels SEO/ SEM, retargeting, video, display and other paid channels to accelerate revenue growth. Define KPIs and understand, analytics, benchmarking, and reporting methods to gauge success. Measure and report on effectiveness of paid channels, with the purpose of improving resource allocation, scalability, ROI and pipeline generation. Attract, develop and retain a talented team that leads the industry in innovation and best practices.

g8 DEGREES GROUP, Sep 2015 - Dec 2016
Marketing Manager, Strategy & Sales

Responsible for setting specific objectives to develop a cohesive and profitable marketing & sales strategy. Designing digital marketing campaigns, performing market research & handling sales team to increase market share and ensure brand consistency.

NET MEDIA PLANET, Jun 2013 - Sep 2015
Senior Digital Manager

Devise integrated marketing campaigns & manage the implementation, tracking and measurement of them. Brief and oversee the work of internal and external agencies, such as designers. Wrote, edited and proofread copy for promotional materials within marketing campaigns. Deliver regular reports of campaign results, including web analysis and evaluation of KPIs.

SKILL

CLIENT MANAGEMENT



GRAPHIC DESIGN



HTML 5 & CSS 3



SOCIAL ADVERTISING



GOOGLE ADWORDS



PROGRAMTIC BUYING



WORDPRESS



ADOBE CS SUITE



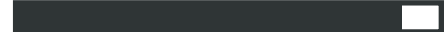
SEO



GOOGLE ANALYTICS/



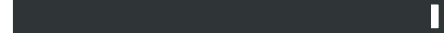
TAG MANAGER



MARKETING STRATEGY



MICROSOFT OFFICE



PHOTOGRAPHY &



VIDEOGRAPHY

EDUCATION

2015 - Present (Part time)
BSC - BUSINESS MANAGMENT WITH LAW
University of London

2014 - 2015
DIPLOMA - DIGITAL MARKETING
Red & Yellow

2013 - 2015 (Night Class)
BA - INTEGRATED MARKETING COMMUNICATIONS
AAA School of Advertising & Marketing

REFERENCES

- **Shaun Frazao**, Head of Digital, Wavemaker
Phone : (+27) 0784602371
- **Philip-Ziegler Smith**, Managing Director, LYST Property
Phone : (+27) 0817095098
- **Khile Nelson**, General Manager, g8 Degrees Group
Phone : (+27) 0824918704
- **Sevan Jaghlassian**, Team Leader, NMP
Phone : (+27) 0825522719

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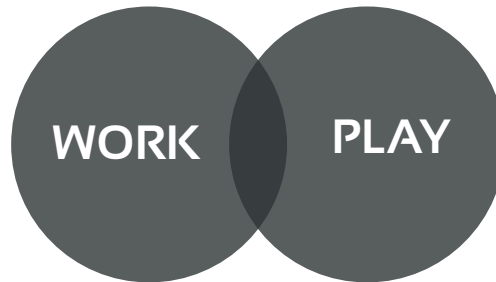
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WORK AND PLAY



INTERACTING

Pitches / Meetings / Training & Helping / Sales / Client Lead

THINKING

New ideas / Planning / Learning / Problem solving

IMPLEMENTING

Coding / Creating / Experimenting / Social Media / Google Adwords

REVIEWING

Testing / Improving / Documenting / Connecting / Data & Analytics

SOCIALISING

Friends / Trips away / Driving /

HOLIDAY

New destinations / New experiences / Exploring / Sun / Beaches

HOBBIES

Reading / Staying fit / Motorsports / Research

DOWNTIME

Sleeping / Dreaming / Netflix

WHY HIRE ME?

THERE ARE PLENTY OF REASON WHY YOU NEED TO HIRE ME :

92% Team Player

100% Hard Worker

100% Loyal

87% Creative

95% Team Leader

98% Innovator

SOME OF THE BRANDS I'VE WORKED WITH

- Bayer Pharmaceuticals
- Colgate Palmolive
- United Nations
- Diageo
- BBC Network
- Puma Energy
- Caltex (Astron Energy)
- Master Card
- Karvol
- Diadora
- Scotch & Soda
- Nandos
- MSC Cruises
- Pam Golding
- Keller Williams
- Engle & Volkers
- Audi, VW, Volvo, Fiat, Jeep
- Diners Club
- SOS Children's Village
- MOD Pizza
- Denham
- Zoetis
- Netflix