

# NASSER SALEH

Digital Marketing · Insights & Analytics · MarTech

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## PROFILE

Digital marketing professional with four years of experience turning research, competitive intelligence, and campaign data into decisions that move traffic, engagement, and ROI. Combines hands-on campaign delivery (SEO, paid search and social, content, email) with the marketing technology behind it — websites, GA4 conversion tracking, automation, and reporting in Excel, Power BI, and Tableau. Experienced presenting findings to senior stakeholders. Fluent in English and Arabic.

## CORE COMPETENCIES

|                               |                                                                                                                                                                             |
|-------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Research &amp; Insight</b> | Competitive reviews, consumer and audience analysis, industry trend research, competitive intelligence tools, case-study and whitepaper writing                             |
| <b>Data &amp; Analytics</b>   | Google Analytics (GA4), event & conversion tracking, SEMrush, Ahrefs, Excel (advanced), Power BI, Tableau, SQL and Python for marketing data, A/B testing                   |
| <b>Marketing &amp; Media</b>  | SEO (technical & local), GEO (Generative Engine Optimization), Google Ads, Meta Ads Manager, LinkedIn Ads, budget allocation & ROI optimization, Mailchimp, content & brand |
| <b>MarTech &amp; Web</b>      | Marketing automation, CRM & lead funnels, booking systems, website builds and management (WordPress, Wix/Shopify, custom), hands-on HTML/CSS, AI content tools              |

## EXPERIENCE

### MANARA DIGITAL | Digital Marketing & Insights Consultant

Toronto, Ontario | 2023 – Present

- Deliver competitive reviews and audience research for small-business and non-profit clients, translating category and consumer findings into prioritized, budget-aware recommendations.
- Produced a full marketing and website audit for an Oakville community sports club, combining competitor benchmarking, SEO review, and member-journey analysis into a 90-day action plan.
- Build and run the marketing technology behind client campaigns — websites, local SEO and GEO, GA4 event tracking, booking and lead funnels, and marketing automation.
- Build recurring reporting in Excel and Power BI, using Python and AI automation to cut manual data-preparation time.

### GLOBALDWS | Digital Marketing Specialist

North York, Ontario | June 2023 – July 2024

- Researched and wrote case studies and use cases that became the company's category-facing thought leadership and sales collateral in the digital transformation space.
- Grew social media following and engagement rate by 50% and website traffic by 100% by using performance data to reshape content themes and channel mix.
- Led a cross-functional team of three (design, social, web) on an integrated marketing strategy, managing briefs, timelines, and stakeholder approvals.
- Delivered a new corporate website end to end, secured two industry partnerships, and coordinated in-person and virtual events.

### FASTER ACCESSORIES | Digital Marketing Specialist

Saudi Arabia | February 2022 – August 2023

- Presented monthly performance and category analyses to senior management; recommendations led to reallocating 15% of budget from lower- to higher-performing channels and a 20% improvement in campaign ROI.
- Analyzed campaign and search performance in Google Analytics and SEMrush, surfacing the audience and keyword opportunities behind a 40% traffic increase in five months (30% organic).
- Managed a paid search program with a \$1,000 monthly budget, reducing cost-per-click by 20% and increasing click-through rate by 25% while reaching over 10,000 potential customers.

### AJJERNI RENTALS | Data Analyst & Market Research Intern

Lebanon | September 2021 – March 2022

- Researched industry trends, customer preferences, and competitors using competitive intelligence tools, directly shaping go-to-market strategy for a startup launch that reached 100+ new users within three months.
- Cleaned and structured large multi-source datasets in Python — de-duplication, missing values, consistency checks — for analysis-ready data quality.
- Built interactive reports in Tableau, Power BI, and Excel for senior stakeholders; outputs supported a 15% increase in marketing ROI and a 20% improvement in customer retention.

## EDUCATION & CERTIFICATIONS

**Diploma, IT Management & Data Analytics** — Lebanese American University, Beirut | 2022

**Certifications:** Generative AI Nanodegree (Udacity, 2024) · AI Automation, AI Ethics & Responsible AI (BrainStation, 2024) · AI Programming with Python Nanodegree (Udacity, 2023) · Digital Marketing & E-commerce (Google Career Certificate, 2022) · International Computer Driving Licence (New Horizon, 2019)