



# KHALIL MAHJUB

ADVERTISING SPECIALIST  
GROWTH MARKETER  
BUSINESS ANALYST

## EXPERIENCE

Growth Media Executive, Growth Ops, Kuala Lumpur, Malaysia  
January 2020- Current

- Strategizing, creating, monitoring, maintaining and optimizing high volume of campaigns across Google Ads, Facebook, Instagram and other third party digital media outlets depending on the client.
- Managing campaigns to meet the desired goals.
- Continuous analysis of performance and reporting on digital campaigns.
- Efficient budget management across all engines and campaigns
- Crafting eye-catching and informative pay-per-click text ads as well as the continuous implementation of text ads .

Performance Marketing Executive , Zalora Group, Kuala Lumpur, Malaysia  
October 2019- December 2019

- Strategizing, creating, monitoring, maintaining and optimizing high volume of campaigns across Google Ads, Facebook, Instagram and other third party digital media outlets.
- Managing campaigns to meet the desired goals.
- Continuous analysis of performance and reporting on digital campaigns.
- Efficient budget management across all engines and campaigns
- Crafting eye-catching and informative pay-per-click text ads as well as the continuous implementation of text ads .

Digital Strategist & Client Partner, 16Two Media Science Agency, Kuala Lumpur, Malaysia  
July 2019 - September 2019

- Strategize opportunities to grow digital audiences and build audience engagement.
- Monitor emerging digital channels and competitors to identify trends that are strategically aligned with brand goals
- create weekly activity and digital reports to track effectiveness of various digital platforms.
- Collaborate with creative teams on large campaign development and content creation.
- Collaborate with the content team to create and maintain the appropriate brand voice associated with editorial content for each digital channel, ensuring consistency in style, quality, and tone of voice, and optimizing for search and user experience in all channels.

Growth Hacker & Ad Traffic Specialist, Comfort Works, Kuala Lumpur, Malaysia.  
June 2018- June 2019

- Designing strategies & coming up with ways for efficient growth
- Managing The Social Media Funnels Growth and setting up plans to revive the brand's social channels
- Analyze, recommend and lead the implementation of Growth initiatives such as a Referral Programs, Guided Selling, etc...
- Keeping up with the company's analytics and insights in all different platforms.
- In Charge of the company's Digital Advertising Channels ( Google Ads, Facebook, Instagram, Pinterest

Head of Digital Marketing & Business Analytics, Rosafi Holdings, Tunis  
June 2017- June 2018

- Designing strategies & coming up with ways for efficient growth
- Analyze, recommend and lead implementation of improvement initiatives
- Keep abreast with the latest trends and changes in UI/UX and digital marketing
- Identify industry trends and insights
- Create product content (e.g documentation, case studies, product videos, website copy, to articulate the benefits of our products to the world.
- Acting as Account Manager for key clients.

Growth Marketing Executive , Wana Games Studios, Tunis  
January 2017-April 2017

- Setting up, executing and managing the strategic Plans for the short and the long run
- Setting up the company's branding strategy
- Creating and managing pre-product launch activities : Communication plan, Market Studies, Customer's studies, website content, UX design assistance,...)
- Designing strategies & coming up with ways for efficient growth
- Preparing the performance & KPI reports for clients

Proven Marketing Specialist with experience in start-ups as well as established operation, leveraging expertise in organization, Business Analytics, and problem solving . Proven Experience includes, Strategic Planning, Managing Advertising Campaigns, Performance & Data Analysis & providing consultancy services for clients.



APPARTEMENT 11-15  
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JULY 7TH 1991



MALE



SINGLE



TUNISIAN



## SKILLS



### INFORMATION TECHNOLOGY

- MICROSOFT OFFICE SUITE
- GOOGLE SUITE
- INTERNET
- BIZAGI
- MS.DYNAMICS
- PHOTOSCAPE
- MICROSOFT VISIO



### MARKETING TOOLS

- GOOGLE ADS
- YOUTUBE ADS
- FACEBOOK ADS
- INSTAGRAM ADS
- PINTEREST ADS
- LINKEDIN ADS
- SMARTLY
- CUSTOMER.IO
- PROGRAMMATIC ADVERTISING



### DATA ANALYTICS

- GOOGLE ANALYTICS
- DATA STUDIO
- SPSS
- R
- SAS
- LINGO
- MINITAB
- POWER BI
- TABLEAU
- MODELISATION
- LINEAR PROGRAMMING



## LANGUAGES



## HOBBIES



TRAVEL



VIDEO GAMES



BEER



MUSIC



EXTREME SPORTS

### Communications Specialist, AmWell Healthcare , Tunis,Tunisia

August 2016- December 2016

- Designed effective strategies to achieve communication goals
- Ensured company brand & message are maintained in all communications
- Assisted with projects scope & communication outlines for marketing initiatives
- Developed presentations for staff & sales team

### Team Lead, Largest Info Tunisia, Tunis,Tunisia

March 2016- December 2016

- Setting up, executing & monitoring effective brand strategy
- Presenting our services to different types of customers.
- Daily meeting with prospects and clients.
- Managing the digital marketing team work and analyzing their weekly reports.
- Acting as a marketing consultant and Offering clients who struggle with their marketing activities advices in everything related to their marketing & brand activities.
- Managing new products & content releases

### Intern, Attijari Wafa Bank, Tunis,Tunisia

July 2013-August 2013

### Intern, Attijari Wafa Bank, Tunis,Tunisia

July 2012-August 2012

### Intern, Mutuelle Assurance de L'enseignement (M.A.E.), Tunis,Tunisia

July 2011-August 2011

### Intern, Souilhi Financial Services, Tunis, Tunisia

February 2011

### Part Time Tele-Marketing: Sales, Insurance & Client Servicing, Tunis, Tunisia

2006-2010



## EDUCATION

### Bachelor Of Sciences In Business Administration

Tunis Business School, 2011-2016

Major: Marketing

Minor: Business Analytics & Decision Making

### High School Diploma

Al Alaoui High School, Mt.Fleury, Tunis, 2010

Major : Economics & Management Sciences



## OTHER CERTIFICATIONS

### Certified Six Sigma Yellow Belt Professional

VMedu, April 2018

### Digital Garage: The Fundamentals of Digital Marketing

Issued by Google, November 2017

### Online Certification in Integrated Marketing Communications: Advertising, Public Relations and Digital Marketing

Instituto De Impreza Business School, Madrid, Spain, 2016

### Online Certification in Product and Brand Management

Instituto de Impreza Business School, Madrid, Spain,2016

### Online Certification in Market research and Consumer Behavior

Instituto de Impreza Business School, Madrid, Spain,2016

### Online Certification in Techniques & Strategies of Negotiations

University of Michigan, United States of America

### Ideation Camp Certification In Creative Ideation and Project Management

Issued by Intel®