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CAREER SUMMARY

Results-driven Senior Digital Marketing Leader with 18+ years of experience driving digital business, brand growth, and customer engagement across multinational organizations in IEMEA. Proven expertise in digital strategy, performance marketing, CRM, data analytics, and e-commerce, with a strong record of managing multimillion-dollar budgets and leading high-performing teams to deliver business impact.

EXPERIENCE

● June 2024 – Present

Abbott ARDx, UAE

Head of Digital Marketing, EMEA

- Managing the digital strategy, offering, and ecosystems for multiple world-leading health franchises in EMEA, focused on B2C and B2B.
- Key Achievements:
 - Digitalization of business practices by launching CLM (Closed Loop Marketing) to enable advanced, fully interactive, and tracked product detailing and data integration.
 - Spearheaded the organization's biggest creative/digital campaign, delivering a large set of commercial and digital tools, enabling measurable business and brand impact.

● June 2020 – June 2024

Nestlé Nutrition, UAE

Head of Digital Marketing, MENA

- Managed 3 digital ecosystems, housing 10 market-leading brands through 12 team members and several regional and international stakeholders, with an annual budget of USD 10M.
- Key Achievements:
 - Increased brand equity and visibility by rebuilding and launching 2 websites achieving over 100% YoY growth in traffic and engagement.
 - Maximized consumer acquisition and retention by developing the Data and CRM strategy, increasing first-party data capture by 200%+ YoY and doubling CRM and media response rates.
 - Increased brand credibility and endorsement by spearheading a nano-influencer program generating 70% more brand mentions and 95%+ positive sentiment.

● May 2018 – June 2020

Daniel Wellington, UAE

Head of Digital Marketing, Ecommerce, and CRM; IMEA

- Led the company's digital, ecommerce, and CRM strategy for IMEA.
- Increased online turnover on DTC and marketplaces X3 with double the ROAS.
- Built and mentored a cross-functional digital team across UAE and India (7 members).
- Localized Digital Marketing efforts in IMEA by commissioning a digital agency locally. ([Link](#))

- **December 2016 – May 2018**

- Samsung MENA HQ, UAE**

- DMP and Digital Manager, MENA**

- 1. Pioneered Samsung's first DMP rollout in the Middle East with Adobe and media partners.
 2. Led the data-driven digital strategy across MENA, supporting the local markets with direction and guidance.
 3. Championed growth and success measurement using Dashboards, Attribution Modelling, etc.

- **January 2014 – December 2016**

- Starcom MediaVest Group (Publicis Media), UAE**

- Associate Director (Jan 2014 – Dec 2016)**

- 1. Led the agency's Cartier, MAF, OSN, and Tiffany&Co. digital accounts, managing the client relationship.
 2. Trained and mentored several hybrid planners to advance their digital expertise.

- **September 2012 – January 2014**

- Havas Digital Middle East, UAE**

- Digital Media Manager**

- 1. Led strategic digital planning for several clients including Emirates, LG, KIA, Air France-KLM, Reckitt Benckiser, and more.
 2. Implementing Havas's dashboard solution 'Artemis' to centralize reporting and data analysis.

- **February 2010 – September 2012**

- Omnicom Media Group, KSA**

- Digital Planning Manager**

- 1. Led the digital department at OMG KSA handling all OMD and PHD accounts including Mobily, Sony, Carlsberg Group, HP, Goody and more.
 2. Planned and managed a substantial annual budget for Mobily across multiple digital channels.

- **February 2007 – February 2010**

- Madison Digital (part of Publicis Groupe), Jordan**

- Online Media Planner and Buyer**

- 1. Started off as a media trafficker and gradually moved on to media planning for regional brands like Saraya Holdings, LG Levant, Jazeera Airways, Hilton Hotels, Zain Jordan, and others.

CORE EXPERTISE

Digital Strategy and Transformation | E-commerce and DTC Growth | CRM and Data Activation | Performance Marketing | Team Leadership and Capability Building | SEO/SEM and Content Strategy | Brand and Campaign Management | Digital Analytics and Insights | MarTech and Automation

EDUCATION

B.Sc. Computer Information Systems

Al-Balqa Applied University, Jordan in 2006