

[**GHAITH M. ABDULLAH**](https://www.linkedin.com/in/ghaith-a-51aa83101/)

 **Digital Strategist, Data Analyst & Business Consultant**

# PROFILE

Strategist and Analyst with 8+ years of experience. Skilled in designing and implementing growth strategies, digital transformation solutions, and organizational frameworks to optimize efficiency, drive engagement, and achieve measurable results.

Proven track record in IT recruitment, and supporting MSMEs, non-profits, and individuals in achieving measurable results.

**MAIL@GHAYTH-ABDALLAH.COM** **|** [**(961) 71 625 947**](https://wa.link/s8hjzy) **| TRIPOLI, LEBANON**

# ACADEMIC BACKGROUND

* LinkedIn, Google, and **Digital Marketing** Certifications ® – 2022
* Global/International **Project Management for Development Professional** – PM4NGOs DPro, November 2021
* **Highlighted Readings**: ICF Coaching Guide, BABOK, SHRM, MEAL DPro, Practical Financial Management for NGOs.
* **International Organizations** & UN Management Certificate – University of Geneva, 2021
* Search Engine Optimization **SEO**, Social Media Optimization **SMO**, and **Web Development** Vitals Self-paced learning – 2018
* **Two Master Degree Subjects** of Global Project Management – Australia, Torrens University, 2018
* **Diploma** of Human Resources Management–Alison, 2016
* **Bachelor** of Business Management–Lebanese University, 2015

**Digital Transformation | Project Management | Business Analysis | Data Analysis | Talent Acquisition | Web Development |**

**IT Recruitment | Workplace Development | SEO | SMM | Paid Advertising | Coaching & Mentoring | Branding & Design**

# ACHIEVEMENTS

* **BUSINESS CONSULTANCY & DIGITAL MARKETING –** For more details visit my niche[**dynamicord.com**](https://dynamicord.com/)
	+ Spearheaded comprehensive web development initiatives across Google and Bing—leveraging advanced on page optimization, **SEO**-focused blogging, and refined **UX/UI** to boost organic **search rankings** and enhance **user engagement**.
	+ Specialize in **strategic digital marketing** that integrates SEO, **branding**, and **content creation** with diverse **paid ad** models (PPA, PPC, CPL, CPV, CPM, and CPE) to drive search rankings, **email marketing**, **lead generation**, and **conversions** while elevating brand visibility and engagement across META, LinkedIn, YouTube, TikTok, WhatsApp, and X.
* **PROGRAM LEADERSHIP**
	+ Led large-scale community projects that empowered underserved communities through resource mobilization, raising **awareness**, **social protection** and **education** programs, and **entrepreneurship** training,
	+ Improved organizational efficiency by developing automated systems for referral tracking, reporting, and **database** management, reducing processing times.
	+ Served as primary point of contact for diverse stakeholders, **facilitating** over 75 conferences, and activities.
	+ Developing and reviewing **program materials** and **studies** (LS4S, and Akkar and Tripoli Household Vulnerability Research).
	+ Designed and implemented outreach **policies** and **procedures** for UTOPIA, streamlining communication and engagement.
* **RESEARCH & DATA ANALYSIS**
	+ Developed and implemented effective **M&E systems**, plans, and tools, leading **data collection exercises** and managing M&E data.
	+ Maintained accurate and timely data collection for multiple projects, and successfully **recruited**, trained, and monitored data collectors,
	+ Developed MEAL activities information management systems, enhancing **accountability and learning**. Contributed to developing and managing **complaint and feedback mechanisms**, improving transparency and responsiveness.
* **PEOPLE PARTNERSHIP & ORGANIZATIONAL DEVELOPMENT**
	+ Acted as a human resources manager for multiple organizations (100+ staff), fostering a positive and supportive work environment.
	+ Designed and implemented comprehensive HRM policies and procedures for UTOPIA, IP-GATE, and G-Lounge, ensuring compliance and best practices.
	+ Mobilized talents and provided support in various areas across industries, delivering more than 300 impactful training and coaching workshops.

**SKYPE** [live:ghayth.abdullah](https://join.skype.com/invite/lk6MgcyZsBQ2) | **PORTFOLIO** [ghayth-abdallah.com](https://www.ghayth-abdallah.com/) | [Video Introduction (click](https://youtu.be/iZEvPl_GXi0?si=SNB2Mwlo9CTcFmKj))

# PROFESSIONAL EXPERIENCE

## DYNAMIC-ORD | Lebanon

**SELF-EMPLOYED BUSINESS CONSULTANT & EXECUTIVE COACH** |SinceFeb 01, 2020

Clients: Business Setup Companies, Real Estate, Financial Services, Travel Agencies, Money Exchange, Luxury Assets Acquisition, Attestations and insurance companies, Car Mechanics and Detailing Services, and more.

Learn More at **dynamicord.com**

## SAVE THE CHILDREN |Lebanon, North and Beirut

**PROGRAM OFFICER** | May 01, 2021 to Jan 31 2024

**CONSORTIUM PROGRAM OFFICER | Part-Time** | Nov 01, 2022 to Jan 31 2023

**FSL & SOCIAL PROTECTION PROGRAM ASSISTANT** |Nov 16, 2020 to Apr 30, 2021

Donors: EU, UN, HF, NMFA, JPF, ECW, LEGO, Leila St., J&J, Brigitte, and World Bank

## WEWORLD GVC ONLUS | Lebanon, Akkar and Bekaa

**COUNTRY MEAL ASSISTANT & ACTING MEAL IN CHARGE FOR AKKAR OFFICE** |Jul 01, 2019 to Oct 31, 2020

Donors: DONORS: AICS, ECHO & EU MADAD

## CAREER SPACK | Lebanon

**SELF-EMPLOYED CAREER & EXECUTIVE COACH** | Sep 01, 2018 to Apr 30, 2019

Achievements: Delivered more than **1000+** one-on-one training sessions.

Learn More at **careerspack.com**

## UTOPIA ORGANIZATION | Lebanon, Tripoli

**HR & FIELD COORDINATOR** |Nov 01, 2016 to Feb 28, 2018

Donors: DONORS: USAID, UKAID, BMZ, GIZ, UNICEF and more.

## TRUST TECHNOLOGY | Lebanon, Tripoli

**HR COORDINATOR & ACTING HR MANAGER** |Dec 01, 2015 to Oct 31, 2016

# COMMUNITY ENGAGEMENT

**BUSINESS ADVISOR** at CREATIVE COMMUNITY HOUSE

**MENTOR & TRAINER** at LASER ASSOCIATION, and ALKINDY SOCIAL HUB | 2016

**VOLUNTEERED** with NSW CANCER COUNCIL, and WE LOVE TRIPOLI | 2014 - 2017

# OTHER CERTIFICATES

**PROPOSAL & REPORT WRITING** – SAVE THE CHILDREN| **IELTS 6.5** – BRITISH COUNCIL | **HRM & ACCOUNTING PROFESSIONAL** – VISIONARIS MIDDLE EAST | **CIVIC ADVOCACY** – MERCY CORPS | **STARTUP SKILLS** – TEC | **CONFLICT RESOLUTION** – UNIP | **FRAUD, BRIBERY & CORRUPTION** - **KIDNAPPING & HOSTAGE SURVIVAL** - **PERSONAL SAFETY & SECURITY** – DISASTER READY | **ADAPTIVE SOCIAL PROTECTION** – SOCIALPROTECTION.ORG PLATFORM

# WORKSHOPS, COURSES & INDUCTIONS

Web Development | Anti-Harassment & Diversity | Social Entrepreneurship | Psychological First Aid | Referral Pathways | MEAL | Child Safeguarding & Social Empowerment | UN Convention against Corruption | Mapping | Conflict Analysis | Lebanese Municipal Policies | Lebanese Labor Law, NSSF & Tax | Lebanese Organizations Registration

# INFORMATION TECHNOLOGY LITERACY

MS Applications – Advanced: MS Project, Excel 3D Mapping, and MS NAV

Digital Marketing – Advanced: Google Ads, Google and Microsoft Web Master Tools, SEO Tools, LinkedIn Ads, and META Ads.

Email Marketing – Advanced: Brevo, and Mailchimp.

Editing – Upper-Intermediate: Photoshop, After Effect, Canva, Adobe Express Platform, and Figma

Data Analysis – Intermediate: SEO Optimization Tools, STATA, SPSS, KOBO, ODK, Survey123, Power BI and Google Earth Pro

Information Technology - Advanced: HTML, CSS, JavaScript, Tailwind, Bootstrap.

Information Technology - Basic: Networks, JavaScript, React, Mongo DB, and AI Automation.

**Nationality:** Lebanese **| Location:** Tripoli, Lebanon **| DOB** 04/09/1991