

hello@hanialabadi.com

(415) 234 - 0595

Petaluma, CA



# HANI ABADI

## DIGITAL MARKETER

---

Well-rounded, a digital marketing expert with a decade long of experience in cross-channel marketing, online advertising, and team management. Passionate about leveraging B2B and B2C strategies to drive revenue, demand generation, and brand awareness for growing SMBs and enterprise-sized global businesses.

## CORE COMPETENCIES

- Digital Marketing & Online Marketing
- Demand Generation & Lead Generation
- Brand Awareness & Revenue Growth
- Paid Search / SEM / PPC
- SEO (Search Engine Optimization)
- Display Advertising & Media Planning
- Paid Social Ads & Organic Social Media
- Budget Management
- International Marketing
- People Management & Development

## PROFESSIONAL EXPERIENCE

### SR. MARKETING CONSULTANT

**Modern Digital (digital marketing agency)**

**Jan 2022 - Present | San Deigo, CA**

- Take on ad-hoc digital marketing projects
- Support the B2B business development project
- Oversee Social media design/copywriting/channels, Hootsuite, blogs, email (Mailchimp), Squarespace website, Hubspot lead management, and Asana project management

### DIGITAL MARKETING SPECIALIST

**True Food Living**

**Mar 2020 - Dec 2021 | Petaluma, CA**

- Introduced a holistic paid acquisition strategy, leading to an ROI of 44% for every dollar spent.
- Overhauled the website and Implemented rigorous A/B testing and optimization to improve lead generation by 70%

**For a detailed resume & certifications please visit my website [www.hanialabadi.com](http://www.hanialabadi.com)**

## INTERESTS

- Traveled to 30+ countries, including Russia, Japan, and China, lived in Dubai, Cairo, Bangkok/Chiang Mai, and Skopje
- Enjoy hiking, composing music, healthy cooking, wine tasting, and spending time with my family and friends