

Abdallah Zubedi, MMIE

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PROFILE

Marketing Data Analyst driving measurable growth through SQL-powered analytics, marketing automation, and campaign optimization. Proven success in increasing lead generation (+40%), boosting digital engagement (+600% CTR), and uncovering new revenue opportunities across AEC, tech, and FMCG industries. Skilled at connecting marketing strategy with data science to deliver ROI-focused outcomes.

CORE SKILLS

Analytics & Reporting: SQL, Python, R, Tableau, Power BI, Looker Studio, Excel, A/B Testing (Optimizely, Google Optimize)

Marketing Analytics & Technology: GA4 (certified), SEO/SEM, Ahrefs, SEMrush, HubSpot, Constant Contact, Mailchimp

CRM & Automation: Bitrix24, Power Automate, HubSpot CRM, Segmentation, Lead Scoring, Workflow Automation

Creative & Collaboration: Adobe Suite, Canva, Miro, Asana, Jira, Slack

PROFESSIONAL EXPERIENCE

B2B Marketing Analyst — AEC Daily, Toronto (2024 – Present)

- Increased email click-throughs +600% (100 → 700 per blast) by redesigning and optimizing HTML templates.
- Drove a +40% lift in lead generation by automating reporting workflows and reducing data validation time by 30%.
- Used Power Automate to streamline lead capture, enabling real-time tracking of MQLs within the Microsoft environment.
- Conducted primary B2B market research with clients to identify pain points and uncover innovation opportunities using scientific journals as references for the research.
- Developed and presented a multi-channel performance dashboard tracking KPIs like CTR, conversion rate, and MQL ratio.
- Led website revamp improving site navigation, UX, and performance.
- Strengthened sales enablement with rate cards, SOPs, and proposal frameworks.
- Enhanced prospect qualification by designing wireframes and guiding development of a new lead-gen website.

Marketing Analyst — Moonstone Advisory Partners, Toronto (2023)

- Improved campaign effectiveness +12% across portfolios by analyzing financial and marketing datasets.
- Developed interactive reporting dashboards influencing three multi-channel campaigns.

- Identified two new market niches, enabling expansion for Gulf & Canadian clients.
- Reduced data validation time by 30% through automation initiatives.
- Boosted digital engagement +15% across 20k+ subscribers via optimized Mailchimp campaigns.

Project Manager — Communitech (Tech Accelerator), Toronto (2022)

- Delivered projects 15% faster by leading Agile sprints and backlog prioritization.
- Raised team productivity +10% via improved scrums and retrospectives.
- Improved platform usability +20% through structured user testing.

Marketing & Business Development Associate — Eccentric Marketing, Nairobi (2020 – 2021)

- Increased FMCG sales +18% via gamified activations (Unreal Engine).
- Boosted conversions and productivity +30% with data-driven omnichannel funnel.

Assistant Marketing Manager — Tapway Solutions, Malaysia (2020)

- Generated 140+ qualified leads via data research.
- Secured 42 additional prospects through competitive analysis.
- Increased new weekly user sign-ups by 25% through targeted outreach campaigns.

EDUCATION

Queen's University, Smith School of Business — Master of Management, Innovation & Entrepreneurship (MMIE), 2021–2022

GPA: 4.11 / 4.3 · 2nd Place, Loblaw Innovation Challenge · Social Impact Certificate

Lancaster University / Sunway University, Malaysia — BSc in Marketing, 2016–2020

Division 2:1 Classification · Published peer-reviewed article on sustainable marketing

CERTIFICATIONS & RECOGNITION

- Google Advanced Data Analytics Certificate (2023)
- Google Data Analytics Certificate (2021)
- GA4 Certified (2023)
- KPMG Data Analytics Virtual Program (2022)
- Published: Journal of Marketing & Consumer Behaviour (2020)

COMMUNITY & LEADERSHIP

- Kechara Soup Kitchen (Malaysia, 2019–2022): Improved logistics to deliver food to refugee camps, shelters, and elder homes across Klang Valley.
- Safiha Charity (Kenya): Built operations strategy delivering food aid & small-business training to low-income communities.