

Abdullah Homsy

abdullahhomsy@live.com

+971 50 511 3575

ABOUT

Age: 29

www.abdullahhomsy.com

EDUCATION

Okan University - Istanbul, Turkey

2012 - 2016

B.Sc. Engineering.

WORK EXPERIENCE

Yandex

September 2023 - PRESENT

BD & CSM Supply. Middle East.

- Maintain, develop, and grow existing publisher partner relationships.
- Manage and Highlight scaling issues and fix it accordingly.
- Provide technical feedback and support to Publishers when needed.
- Onboard Publishers who are interested in monetizing through Yandex SSP.
- Train publishers on the Yandex platform, encourage the adoption of Prebid Technology.

Teads

April 2022 - September 2023

Publisher Account Manager. Publishing Department MENA.

- Maintain, develop and grow existing publisher partner relationships
- Manage all day-to-day operations associated with publisher partners
- Build solid customer relationships and serve as point person for customer inquiries
- Manage a patch of existing publishers and newly onboarded publishers
- Train publishers on the Teads platform, encourage the adoption of new features and provide feedback internally on publishers needs

Gecko Morexa Digital Group - Dubai, UAE

January 2021 - March 2022

Publisher Partnership Manager (Account Manager). Native Ads Department.

- Managing Publishers Accounts and inquiries regarding Native Advertisement
- Building Proposals and Revenue Estimations Based on Native Ad Campaigns
- Creating, Innovating and Implementing New Methods and Strategies to create more interactive ads for Publishers Traffic
- Maintaining and Sustaining Publishers usage of our technologies
- Approaching Publishers and Pitching Native Technology to key publishing regions (KSA, UAE, Egypt)

Arabclicks Morexa Digital Group - Dubai, UAE

November 2019 - January 2021

Account Manager. Affiliate Marketing Department.

- Overseeing Affiliates strategies - Content, Marketing, and Implementation for promotions and coupon offers
- Monitoring the client's budget, explaining costs, and negotiating new terms for promotions and offers
- Providing progress reports to clients and upper management

Google - CCC*May 2018 - August 2019**Digital Marketing Account Manager. MENA - Google Ads Department.*

- Campaign Managing Clients Google Ads Accounts as well as Monitoring its activities
- Creating Proposals to Potential Clients
- Consultation of Clients Marketing Social Media Plans With Larger Annual Budgets (\$500,000 - \$1,000,000)
- Market research on the Middle East Region for Potential Market Penetration

Hanwha Q Cells - Istanbul, Turkey*February 2017 - April 2018**Sales Account Manager, MENA Department. Electrical, Energy.*

- Market research of 13 countries in the region, mostly in the GCC region (potential market penetration)
- Found and enlisted potential clients into our CRM (1,400 Companies)
- Focused on GCC clients for purchase of solar modules.
- Established agreements with Companies that have a strong influence in the region.
- Served over 100 clients from various regional markets

ADDITIONAL INFORMATION*Languages:* English, Arabic, Turkish.*Skills:* Google Ads (Marketing Platform), Salesforce & Salesforce Lightning (Cloud Based Software), Prezi (Presentation Software), Google Analytics (Web Analytics Application), Facebook Ads (Facebook Ads Manager), Hootsuite (Social Media Management Platform), Hubspot (Inbound marketing, sales, and customer service web platform), Filmora 9 (Video Editor Program), Mail Chimp (Email Marketing Platform).*Social network:* [linkedin.com/in/abdullah-homs-39089286/](https://www.linkedin.com/in/abdullah-homs-39089286/)