



Victoria Youssef

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Nationality: Lebanese | Residency: UAE | LEBANON

Brand & Creative Strategy Director

Senior Digital Communications & Marketing Leader with 20+ years of experience driving large-scale digital transformation, brand visibility, and performance-led campaigns across MENA, GCC, and Europe. Proven expertise in building and executing integrated digital strategies across web, social, SEO, CRM, marketing automation, paid media, and analytics within complex, matrixed organizations.

Recognized for developing data-driven, culturally attuned digital ecosystems that elevate brand equity, optimize demand generation, and deliver measurable ROI. Trusted strategic partner to C-suite and senior stakeholders, with a hands-on approach to experimentation, innovation, and continuous optimization across B2B and government sectors.

HIGHLIGHTS OF EXPERTISE

DIGITAL STRATEGY & PLATFORMS

- Regional Digital Strategy & Governance (MENA)
- Digital Transformation (B2B & Enterprise)
- Integrated Digital Campaigns (Brand to Demand)
- Website & CMS Leadership
- SEO, CRO & Performance Optimization

CHANNELS & EXECUTION

- Social Media Strategy & Community Leadership
- Paid Media & Programmatic Campaigns
- Email & Lifecycle Communications
- Content Strategy & Digital Storytelling
- Online Reputation & Digital Sentiment

DATA, AUTOMATION & CRM

- Marketing Automation Strategy
- CRM & Audience Journeys
- Performance Analytics & Attribution
- A/B Testing & Conversion Optimization
- Data-Led Content & Personalization

LEADERSHIP & STAKEHOLDERS

- Matrixed Stakeholder Management
- Cross-Functional Leadership (Marketing, Sales, Comms)
- Budget Management & ROI Optimization
- Vendor & Partner Management
- Culture-Aware Regional Communication

CAREER EXPERIENCE

TELEBLUE – CHIEF CREATIVE OFFICER | DIGITAL STRATEGY & MARKETING TRANSFORMATION

(Mena, Europe & Gulf)

- Owned and led regional digital strategy across web, social, CRM, email, paid media, and marketing automation for global B2B, government, and enterprise clients across MENA and Europe.
- Directed end-to-end digital campaigns aligning brand storytelling with demand generation, engagement, and performance outcomes.
- Led website ecosystems, SEO strategy, UX optimization, and content performance, driving up to 45% improvement in digital engagement across key initiatives.
- Designed and governed marketing automation workflows, data-driven content journeys, and audience segmentation strategies in collaboration with sales and communications teams.
- Defined measurement frameworks across digital channels; translated analytics into actionable insights to optimize content, media spend, and user experience.
- Partnered with C-suite and regional leaders to align digital communications with business objectives in complex, matrixed environments.
- Managed digital budgets, agencies, and technology partners to ensure efficiency, ROI, and scalable execution.
- Championed adoption of emerging technologies and AI-enabled tools to accelerate content production, personalization, and campaign effectiveness.

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STOCKAD – CREATIVE DIRECTOR | DIGITAL & BRAND COMMUNICATIONS

Middle East (Dubai & Italy)

- Led integrated digital and brand campaigns across web, social, paid, and content platforms for luxury and enterprise clients.
- Managed cross-border teams and vendors, ensuring consistent digital performance and brand governance across markets.
- Delivered scalable digital experiences aligning creative excellence with business impact.

DIGITAL MINDSET & INNOVATION

- AI-assisted content strategy and automation
- Data-driven experimentation and optimization culture
- Continuous testing, learning, and performance scaling
- Strong adaptability in high-ambiguity environments

EDUCATION & CREDENTIALS

Master of Arts in Design, Notre Dame University - Louize (NDU), Lebanon

Bachelor of Arts in Graphic Design, Notre Dame University - Louize (NDU), Lebanon

Fluent in English, Arabic and French

Awards & Recognition:

Award for Innovation and Excellence - *Networked Energy Services (Europe)*: Recognized for leading the full-cycle Smart Meter branding project, delivering a data-driven creative strategy that positioned NES as a global industry leader.

Winner Aram Towers Brand Conceptual Design (Erbil, Iraq) – First place for modern identity design for a seven-tower project.

Recognition for Outstanding Digital & Creative Leadership – Teleblue across MENA and Europe.

SELECTED CLIENTS CASE STUDIES

1. Networked Energy Services

As the strategic lead for the Smart Meter branding initiative, I was responsible for positioning Networked Energy Services (NES) as a frontrunner in the energy management sector across Europe.

The competitive landscape required a distinct brand identity to differentiate NES from established players while addressing regulatory and market challenges.

- Conducted a comprehensive SWOT analysis to identify market opportunities and threats, informing the strategic direction.
- Developed a multi-year brand strategy that aligned with NES's corporate goals of innovation and sustainability.
- Oversaw the creation of an integrated marketing campaign that leveraged digital channels, public relations, and stakeholder engagement to maximize reach and impact.
- The initiative resulted in a 45% increase in digital engagement and a 30% growth in market share within the first year, solidifying NES's reputation as an industry leader and leading to strategic partnerships with key stakeholders in the energy sector.

2. OGERO Telecom

- Spearheaded the rebranding and marketing strategy for OGERO Telecom, focusing on revitalizing the brand to enhance customer perception and market competitiveness.
OGERO faced declining market share due to increased competition from private telecom providers and a stagnant brand image. Led a cross-functional team to conduct an in-depth brand audit and customer segmentation analysis, identifying key areas for improvement.
- Formulated a comprehensive rebranding strategy that included a new visual identity, messaging framework, and customer engagement initiatives.
- Implemented a strategic marketing plan that integrated digital, traditional, and experiential marketing efforts to reach diverse customer segments effectively. The rebranding initiative resulted in a 30% increase in customer acquisition and a 25% improvement in customer satisfaction ratings, positioning OGERO as a competitive player in the telecom market and enhancing its brand equity.

3. Mercedes-Benz

- Integrated Marketing Campaign for New Model Launch. As the strategic marketing lead, I directed the launch of a new luxury vehicle model, focusing on creating a compelling narrative that resonated with target audiences.
- As the strategic marketing lead, I directed the launch of a new luxury vehicle model, focusing on creating a compelling narrative that resonated with target audiences. The luxury automotive market is highly competitive, requiring innovative strategies to capture consumer attention and drive sales.
- Developed a comprehensive go-to-market strategy that included market analysis, competitive positioning, and targeted messaging.
- Collaborated with executive leadership to align the campaign with broader corporate objectives, emphasizing innovation and luxury.
- Oversaw the execution of a multi-channel marketing campaign, including influencer partnerships, high-profile launch events, and targeted digital advertising.
- The campaign achieved a 20% increase in pre-orders compared to previous launches, with extensive media coverage and positive reviews. The successful launch reinforced Mercedes-Benz's brand positioning as a leader in luxury automotive innovation.

4. Government & Semi-Government Entities

- Developed and executed a strategic branding and communication strategy for government-led smart city initiatives, focusing on enhancing public engagement and awareness. Engaging citizens in government initiatives can be challenging, particularly in promoting new technologies that may be unfamiliar.
- Conducted stakeholder consultations and community engagement sessions to gather insights and build support for the initiatives.
- Formulated a strategic communication plan that highlighted the benefits of smart city technologies, emphasizing sustainability and improved quality of life.
- Launched a multi-faceted campaign that included informational workshops, social media outreach, and partnerships with local organizations to foster community involvement.
- The campaign resulted in a 40% increase in public participation in smart city programs and initiatives, enhancing the government's reputation for innovation and responsiveness to community needs.

5. Real Estate Developers

- Led the branding and marketing strategy for high-end real estate projects targeting affluent buyers in the UAE and MENA regions. The luxury real estate market is highly competitive, necessitating a unique value proposition and effective storytelling to attract discerning buyers.
- Conducted a thorough market analysis to identify target demographics and their preferences, informing the strategic branding direction.
- Developed a luxury brand identity that conveyed exclusivity and sophistication, aligning with the aspirations of high-net-worth individuals.
- Implemented an integrated marketing strategy that included high-quality visual content, virtual tours, and targeted digital advertising, along with exclusive preview events for potential buyers.
- The branding strategy led to a 40% increase in sales inquiries, with several key properties selling out within the first quarter of launch. The developments gained significant media attention, further enhancing their market presence and brand equity.

6. Clinics & Luxury Brands

- Developed a cohesive brand identity and strategic marketing plan for a luxury wellness clinic, targeting high-net-worth individuals seeking premium health services. Differentiating the clinic in a crowded wellness market while appealing to affluent clients required a tailored approach.
- Conducted a competitive analysis to identify market gaps and opportunities for differentiation, informing the clinic's strategic positioning.
- Formulated a luxurious brand identity that conveyed exclusivity and high-quality service, aligning with the expectations of affluent clientele.
- Launched an integrated marketing campaign that included influencer partnerships, high-end events, and targeted digital advertising, along with educational content to position the clinic as a thought leader in wellness.
- The campaign resulted in a 50% increase in client bookings within the first six months, establishing the clinic as a leading destination for luxury wellness services. Client testimonials and referrals further contributed to its growing reputation and market share.