

# Amer Sarhan

## Senior Account Manager

A dynamic and results-driven senior marketer and account manager with demonstrated success in advertising, performance marketing and account management for large brands like. Extensive experience in paid digital marketing, performance marketing data analytics and customer experience. Experienced in optimizing the end-to-end funnel to deliver maximum ROI. Committed to building, developing and leading diverse teams.

## Work History

### 2023-07 - Senior Account Manager

Current

*The TechVantage, Dubai*

#### Key Responsibilities:

#### Ad Operations:

- Managed advertising campaigns on DSPs and within the Ad Tech Industry like StackAdapt, Eskimi, Mediasmart, Affise and others
- Conducted data analysis, generated reports, and optimized campaigns.
- Led performance marketing initiatives and executed rich media campaigns.

#### Partnerships:

- Cultivated partnerships with premium publishers like TripAdvisor, Reuters, Skyscanner.
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#### Achievements:

- Consistently met or exceeded client performance targets.
- Expanded partner network with key industry players.
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#### Skills:

- Ad Operations
- Data Analysis
- Partnership Development
- Performance Marketing

## Contact

### Address

Dubai

### Phone

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### E-mail

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### LinkedIn

<https://www.linkedin.com/in/amersarhan/>

## Skills

Performance marketing



Advanced

Account management



Advanced

Customer service and support



Advanced

Ad operations management



Advanced

## Languages

English



Advanced

2022-10 -  
2023-06

## Account Manager

*RTB House, Dubai*

- Managed client accounts, including top e-commerce brands like Careem, Pizza Hut, Flyin.com, and others in Dubai.
- Collaborated closely with these leading brands to provide premium customer service through regular face-to-face meetings.
- Developed data-driven marketing strategies for diverse industries, including fashion, marketplace, retail, and classifieds.
- Maintained alignment with company campaign management goals, while monitoring margins and scalability.
- Promptly addressed customer requests and inquiries in a professional manner.
- Regularly reported campaign status to major clients and proposed enhancements to the direct manager.
- Nurtured long-term customer relationships to ensure their ongoing success.
- Provided information about company services and products.
- Assisted customers in launching effective ad campaigns.
- Managed orders and ensured timely payment for services.

2022-03 -  
2022-10

## Senior Account Manager

*The TechVantage, Dubai*

- Managing the Ad Operations Department: Run digital activities globally using Mediasmart DSP
- Execute Operational improvements which resulted in savings and improved profit margins
- Managing and handling all client servicing tasks and responsibilities
- Prepare and analyze daily, weekly and monthly performance reports
- Managing Performance Marketing Campaigns through Affise (CPL/CPI/CPA/CPS Campaigns)
- Working with Affiliates globally to execute efficient performance marketing campaigns

Arabic

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Advanced

- Support our clients in running programmatic advertising campaigns the company's premium publishers
- Support the creative department on producing creative rich media mockups and executions
- Support the sales team with case studies and industry analytics to ensure successful sales meetings and bookings
- Support the finance department to ensure invoicing is done properly and as per the company's rules and procedures

2021-11 -  
2022-02

## **Senior Account Manager (Performance Marketing)**

*ArabyAds, Amman*

- Managed, set up, executed, and analyzed a portfolio of performance campaigns with a budget of +500K thousands of dollars, collaborating with clients such as Namshi, Sivvi, H&M, Gap, Bloomingdales, Carrefour, and others.
- Aimed to drive cost-effective, high-quality sales while meeting established KPIs.
- Reported weekly channel performance to Influencer & Affiliate Heads, team members, and forecasted monthly response volume and budgets.
- Identified growth and optimization opportunities within the campaigns.
- Maintained strong relationships with partners and internal stakeholders.
- Effectively communicated campaign learnings and insights throughout the company.

2014-12 -  
2021-10

## **Senior Account Manager**

*AdFalcon (Acquired by ArabyAds), Amman*

- Managed campaigns on AdFalcon DSP and other DSPs (e.g., StackAdapt) for display and mobile, aligning them with client goals.
- Oversaw campaign creation, budget setup, banner creation, and tracking testing for Key Clients.
- Conducted ad server and campaign audits to ensure accuracy and adherence to checklists.
- Established strong relationships with clients,

addressing their needs with tailored solutions.

- Stayed updated on industry trends and shared insights with clients.
- Provided comprehensive support to key accounts in sales, technical, and business areas.
- Executed Performance Campaigns (CPL/CPI/CPA) with a network of affiliates to achieve KPIs.

**2012-01 -  
2014-11**

## **Senior Support Centre Associate**

*Crystel, Amman*

- Manage daily activities and monitor performance and quality
- Build & develop relationship with clients follow up and assure that the providing service to is meeting their expectations
- Prepare and present periodical reports
- Review and analyze contact center statistics/trends/data to ensure meeting business KPIs, assigned goals, objectives and improve customer retention and business growth
- Continuously coaching team members to ensure a high performance to support achieving objectives and service expectations
- Interview and select contact center staff and team members
- Organize, supervise and evaluate the work of assigned staff
- Put in place new ideas and best business practice and drive these initiatives forward

**2010-01 -  
2012-11**

## **Service Advisor**

*Crystel, Amman*

- Handle customers' interactions
- Communicate with customers' via multiple channels (Calls, Emails & Social Media)
- Answer all incoming requests and address customers' problems in a timely manner
- Log all necessary interaction details as instructed using the CRM
- Re-direct requests as per the set processes and take full information as required

- Follow company procedures when handling incoming and outgoing interactions with the ability to resolve and close issues
- Escalate issues or unresolved queries to the Team Leader or Supervisor as directed

## Education

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### **Bachelor Degree in IT: Information Technology**

*Arab Open University - Jordan*

### **High School Diploma**

*Al Qimma Schools - Jordan*