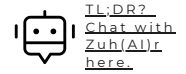




ZUHAIR HERZALLAH



STRATEGIST | DIGITAL THINKER | OPERATIONAL LEADER

A results-oriented Senior Digital Marketer with a 15-year track record of crafting effective digital strategies. I consistently deliver exceptional ROI and growth for top brands through digital experience development, SEO (search engine optimization), content marketing, email marketing, social media management, and data-driven analytics. My passion for innovative campaigns, expertise in budget optimization, operational processes, organic visibility, and leading cross-functional teams sets me apart.



CONTACT

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HeyZuhair.com

/zuhairherzallah



RECENT ACHIEVEMENTS

- Leading the digital transformation in Canada for McCormick with data-driven insights, I quadrupled organic traffic to our core platform.
- Orchestrated a comprehensive transformation of McCormick's global digital operations which introduced north of \$1M in efficiencies and savings in less than 1 year, and propelled the digital growth of our regional markets.
- Honoured to be the recipient of C.P McCormick's Gold Award. Only a handful of employees got awarded in McCormick's long 130+ year history.



AWARDS

- C.P McCormick Award (Gold).
- Cannes Lions - Bronze
 - Frank's RedHot Fortnite Integration (2023)
- Canadian Marketing Association:
 - Best Use of Digital and Tech in Healthcare (2019)
- Middle East PR Association:
 - Best Integrated Campaign (2015)
 - Best Healthcare Services Campaign (2015)
 - Best Healthcare Services Campaign (2016)



EDUCATION

New York Institute of Technology:
Bachelor of Fine Arts



EXPERIENCE

MARCH 2019 - PRESENT

MCCORMICK & COMPANY

SENIOR MANAGER, GLOBAL DIGITAL OPERATIONS AND EXPERIENCES

- Led global Digital Operations at McCormick, crafting exceptional online experiences for millions of users worldwide by blending **data, insights, creative, and technology**.
- Expanded successful North American digital practices and processes to global regions, launching branded experiences globally, resulting in a **125% increase in global digital support and output within a single quarter**.
- Achieved **over \$1 million in savings** through efficiencies and effective processes.
- Significantly improved engagement and organic traffic by implementing successful digital strategies, resulting in a **quadrupling of annual organic traffic to McCormick's Canadian site**.
- Recognized with the prestigious **C.P. McCormick Gold Award**, a rare honour in McCormick's 130-year history

PREVIOUS ROLES AT MCCORMICK:

MANAGER, GLOBAL DIGITAL OPERATIONS AND EXPERIENCES | MANAGER, NORTH AMERICAN DIGITAL EXPERIENCES | MANAGER, CANADIAN DIGITAL EXPERIENCES

JUNE 2017 - JANUARY 2019

EDELMAN TORONTO

SENIOR ACCOUNT MANAGER, DIGITAL

- Oversaw the Influencer Marketing offering across Canada and provided creative, data-driven digital solutions to clients in various sectors and industries.
- Delivered digital, content, channel, and distribution strategies through web builds, chatbots, social media, and paid media.
- Managed clients strategically and operationally and oversaw teams, providing mentorship and support.
- Engaged in business development activities to grow the business, resulting in **tripling the annual revenue of the Influencer Marketing business in less than a year**.

JULY 2013 - JULY 2017

EDELMAN UAE

HEAD OF DIGITAL (SENIOR ACCOUNT MANAGER)

- Leading the Abu Dhabi digital offering, comprised of **12 Digital experts**.
- Formulated digital strategies, pursued new business prospects, and offered digital insights and analytics, resulting in **more than quadrupling the annual Digital business revenue**.
- Managed various aspects, including digital crisis response, social media strategies, daily content development and management, search, paid media, influencer marketing, campaign development, web build management, team supervision, and creative ideation.

PREVIOUS ROLES:

SENIOR ACCOUNT MANAGER, DIGITAL | SENIOR ACCOUNT EXECUTIVE, DIGITAL

JULY 2009 - JULY 2013

ADNOC

SPECIALIST, MEDIA AND COMMUNICATIONS

- Handled communications and creative solutions for all divisions in the oil development sector within ADNOC.
- Managed events, annual budgeting, creative, intranet and web builds, print and publications.
- Collaborated with outsourced agencies on various projects.