

WALID ZOUKI

Senior Director | Strategy & Client Leadership | Brand, Social & Digital Transformation | New Business | ex Ogilvy & BBDO

CONTACTS

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SKILLS

Brand & Social Strategy

Client Leadership

New Business Development

Brand & Digital
Transformation

P&L & Commercial Growth

Team Leadership &
Mentoring

Pitch Strategy & Narratives

Content & Channel
Frameworks

KPI & Measurement
Frameworks

Go-to-Market Strategy

Performance Marketing &
CRM

Agency & Stakeholder
Management

LANGUAGES

English • Arabic • French

SUMMARY

Senior Director with 14 years of experience, most of them at WPP, Omnicom and Publicis network agencies, with an integrated background across brand, strategy, social, digital and performance. Has worked on both sides: leading strategy, client portfolios, teams and new business at Ogilvy, BBDO and Chain Reaction, and driving transformation client-side at Commercial Bank of Dubai and Kanoony. Combines strategic thinking with the commercial and operational discipline to grow accounts, win business and deliver results.

HIGHLIGHTS

- **Ferrari Middle East:** built the brand's regional social strategy and channels from scratch, from pitch to ongoing management.
- **Commercial Bank of Dubai:** part of the team behind the bank's rebrand from traditional banking to a modern, tech-enabled platform; won the People's Choice Award for a credit card and personal loan campaign that generated AED 17M in loans and card sales on an AED 100K budget.
- **Kanoony:** repositioned a transactional legal service as a digital-first subscription platform, and introduced an AI chatbot that lifted out-of-hours assisted conversion to 70%.
- **oodi:** social-first launch strategy for Iraq's first digital telecom.
- **noknok:** launched the social strategy from scratch for Lebanon's first D2C grocery delivery app.

EXPERIENCE

Head of Marketing and Growth, Kanoony

UAE

Jan 2025 - Current

- Leading the brand and business transformation of Kanoony (kanoony.com), the UAE's first corporate & legal platform, from a transactional category to a digital-first subscription model.
- Defined brand positioning, identity and architecture, and set the social, website and UX strategy, embedding it across every digital touchpoint.
- Launched the UAE's first client portal for corporate legal services, and led the wider digital stack build: website, tracking, CRM and lead management.
- Created "Pocket Lawyer", a direct-booking AED 200 consultation with a lawyer that became a key lead-generation entry point for winning new clients.
- Introduced an AI chatbot that lifted out-of-hours assisted conversion to 70%, taking prospects from first enquiry through to qualified lead and booked sale.
- Set the KPI and measurement framework for a full-funnel growth engine across Meta, Google and CRM, and present strategy and performance monthly to the CEO.

EDUCATION

Harvard Business School
Organizational Leadership, 2025

Miami Ad School
Strategy Director Program, 2023

Strategy Finishing School
Strategy Fundamentals, 2022

London College of Communication
Digital Marketing, 2017

Lebanese American University
BA, Advertising & Marketing,
2007 - 2011

Chain Reaction
Jan 2022 - Dec 2024

UAE

Strategy Director

Jun 2023 - Dec 2024

- Led strategy and pitch narratives for new business wins across Abu Dhabi Investment Office, Abu Dhabi Retail, Ferrari Middle East, Lacnor, Blu, Oasis, Unifonic, Xiaomi, Bloom Holding and UAB, from pitch to signed retainer and handover into delivery.
- Built Ferrari Middle East's regional social strategy from scratch: channel framework, content strategy, regional voice, community management and global brand approvals.
- Partnered with creative, content and media leads to turn strategic recommendations into on-brief campaigns.

Account Director

Jan 2022 - Jun 2023

- Led social strategy for every pitch renewal across the portfolio, including DIFC, Emaar Malls, DAMAC, xCube, Bloom Holding, United Arab Bank, Modon and BinSina.
- Led and mentored a 9-person team of account and social media leads, managers, executives and community managers at a social-first agency, with full P&L, resourcing and forecasting.

Account Director, Ogilvy

UAE, LEB, IRAQ

Jul 2019 - Jan 2022

- Led the social-first launch strategy for oodi, Iraq's first digital telecom, and social media strategy for noknok, Lebanon's first grocery delivery app, and Panzani.
- Led social strategy for every pitch renewal across the portfolio, including Panzani, Roche, Sara Group, Zain, oodi and noknok, across three markets, alongside new business and account operations.

Consultant, Kitmo / Proal / Hart Atelier

Lebanon

Jan 2018 - Jul 2019

- Ran brand, social media and website delivery for three businesses at once, helping them scale their e-commerce platforms and grow online sales.

Digital Marketing Manager, Commercial Bank of Dubai

UAE

Mar 2015 - Aug 2017

- Part of the transformation team behind CBD's rebrand from a traditional bank to a modern, tech-enabled platform, leading the rollout across digital, social and acquisition channels; the rebrand contributed to a 5% increase in market share.
- Won the People's Choice Award for a credit card and personal loan campaign that generated AED 17M in loans and card sales on an AED 100,000 budget, run through affiliate platforms.
- Built the bank's new website from scratch, and launched the Active Saver app during Ramadan, rewarding customers' savings based on their activity and daily steps.
- Led social media and performance marketing, managing creative and media agencies against budget and timelines. Recruited in-house after managing the account at Impact BBDO.

Account Manager, Impact BBDO

UAE

Mar 2014 - Mar 2015

- Day-to-day lead for Commercial Bank of Dubai, coordinating creative and media delivery across brand and campaign work.

Account Executive, Interesting Times

UAE

Apr 2012 - Apr 2014

- Social media, account servicing and campaign delivery for Red Bull MENA.