

Kenneth Vibar

United Arab Emirates, Dubai | 0503751195 | Vibar.kv@gmail.com | www.linkedin.com/in/kenvibar21

MARKETING & BRAND SPECIALIST

CAREER SUMMARY

Performance marketer and brand specialist with experience in Google Ads, Meta Ads, social media strategy, content marketing, analytics, and campaign reporting. Proven ability to grow brand awareness, generate qualified leads, and improve campaign performance across hospitality, real estate, retail, and lifestyle brands.

Skilled in managing multiple accounts, coordinating creative delivery, and translating performance data into clear marketing actions.

Industry focus: **Hospitality - Real Estate - Retail - Food & Beverages - Insurance**

SKILLS

- **Social Media Marketing** - Community management, content planning, content creation, trend research, and platform management across Instagram, TikTok, YouTube, Facebook, and X.
- **Account Management** - Managing multiple brands, campaign timelines, client communication, approvals, deliverables, and KPI alignment.
- **Performance Marketing** - Google Ads and Meta Ads campaign setup, audience segmentation, A/B testing, funnel targeting, ROAS, CTR, CPA, CPL, and conversion optimization.
- **Analytics & Reporting** - Google Analytics, Meta Insights, Google Tag Manager, UTM tracking, campaign dashboards, and monthly performance reporting.

WORK HISTORY

McGettigan's Group

Performance Marketing Executive

07/2026 - Current | United Arab Emirates, Dubai

- Manage Google Ads and Meta Ads campaigns for multiple hospitality venues, promoting seasonal offers, Ladies Night, Sunday Roast, winter campaigns, and venue-specific events.
- Coordinate SevenRooms booking links, UTM tracking, Google Tag Manager, Meta Pixel, and Google Ads conversion tracking to identify booking sources.
- Build campaign structures by venue, audience, offer, and objective while monitoring CTR, CPC, CPL, bookings, and return on ad spend.
- Work with content, website, and reservation teams to align creatives, landing pages, booking journeys, and performance reporting.

Catalyst Agency

Performance Marketing & Social Media

07/2025 - 2026 | United Arab Emirates, Dubai

- Generated 100+ monthly leads through Google Ads, Meta Ads, and Property Finder, achieving a 10% conversion rate across real estate and lifestyle accounts.
- Managed campaigns for Akari, Felicita, VOSS, and Dar Tantora, improving targeting accuracy and reducing cost per lead by 18%.
- Developed content calendars and social strategies for Catalyst Spaces, Catalyst Agency, Catalyst PR, and Catalyst Concepts.
- Conducted performance reviews and creative planning with sales, brand, PR, and production teams.
- Designed digital ads, reels, social posts, flyers, company profiles, and campaign visuals.

Kenneth Vibar

United Arab Emirates, Dubai | 0503751195 | Vibar.kv@gmail.com | www.linkedin.com/in/kenvibar21

MARKETING & BRAND SPECIALIST

PIPA Marketing Media Agency

Social Media Manager (Contract)

03/2025 - 06/2025 | United Arab Emirates, Dubai

- Developed 15+ customized client proposals and strategy decks, contributing to a 75% client retention rate across quarterly campaigns.
- Launched Meta Ads campaigns that achieved an average 3.2x ROAS and a 28% increase in website traffic.
- Grew social pages by 2,000-4,000 followers per brand within three months through content, engagement, and paid reach.
- Increased engagement rates by 35% through optimized calendars and trend-based content.
- Scheduled 120+ monthly posts through Buffer with consistent on-time delivery.
- Conducted audits and competitor analysis that improved paid campaign CTR by 18%.
- Managed client communication, content shoots, creative approvals, and production delivery.

Digital Marketing (Freelance)

Digital Marketing Specialist

2024 - 2025 | Portfolio available upon request

- Managed digital strategy, paid media, content planning, and reporting for restaurant, wellness, real estate, legal, and lifestyle clients.

Sweet Pepper Restaurant

Marketing Manager

01/2023 - 04/2024 | United Arab Emirates, Dubai

- Increased foot traffic by 20% through local campaigns, social promotions, and Google Display Ads.
- Delivered monthly reports and strategic planning that contributed to a 20% increase in sales.
- Built SEO, PPC, social media, content scheduling, catering, dine-in, and delivery-platform strategies.
- Managed campaigns and promotions across Noon, Talabat, Zomato, and B2B partnerships.

Al Fariq Properties

Marketing Manager

02/2022 - 12/2022 | United Arab Emirates, Dubai

- Generated 100+ leads monthly through Google Ads and social campaigns, achieving a 10% conversion rate.
- Optimized property campaigns through Bayut and Property Finder.
- Used WhatsApp audience segmentation and CTA campaigns, increasing client inquiries by 17%.
- Coordinated with sales teams and developers including DAMAC, Sobha, and Samana for off-plan campaign launches.
- Created company profiles, digital ads, videos, and flyers for sales teams.

Kenneth Vibar

United Arab Emirates, Dubai | 0503751195 | Vibar.kv@gmail.com | www.linkedin.com/in/kenvibar21

MARKETING & BRAND SPECIALIST

City Marine Insurance Brokers

Social Media Manager

08/2020 - 07/2021 | United Arab Emirates, Dubai

- Increased brand awareness by 40% through creative content and Facebook video campaigns.
- Monitored website traffic through Google Analytics, improving customer engagement by 15%.
- Executed targeted Facebook campaigns that generated a 20% increase in leads.
- Created digital advertisements for social media platforms.

PROFESSIONAL ACCOMPLISHMENTS

- Grew social media presence by 40% across multiple platforms and industries.
- Increased organic traffic by 25% through targeted SEO content strategies.
- Managed AED 7,000+ in monthly ad spend while reducing cost per lead by 20%.
- Improved organic search visibility through keyword planning, content marketing, backlinks, and on-page optimization.

EDUCATION

- Digital Marketing Diploma CPD, International Institute of Digital Marketing, Dubai, UAE
- Bachelor of Business Administration, Middlesex University, Dubai, UAE