



# Morad Adjaoud

Chief Marketing Officer at @yavin | Co-founder at StreetSpade & Bricks-NFT- | former @lime, @tinder, @happn, @once

Paris, France

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## Languages

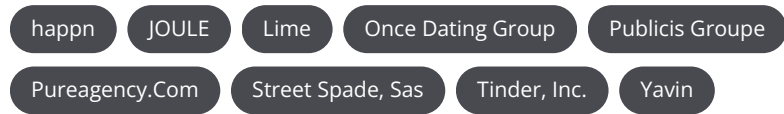
Spanish (Fluent)

English (Fluent)

## About

Accomplished and innovative Chief Marketing Officer with a proven track record of optimising growth and profitability in highly competitive industries. Demonstrated success in identifying and creating new business opportunities, driving user acquisition, and sourcing and acquiring business partnerships. Experienced in leading strategic planning, marketing operations, branding, and public relations. Proven track record of developing and implementing successful growth, CRM, and communications strategies from scratch. Possesses excellent analytical and leadership skills; adept at hiring, directing, and supporting high performing teams. Effectively prioritises competing demands and manage changing needs in fast paced, high volume environments. Areas of expertise include: • Brand Marketing • Strategic Direction • Public Relations • Marketing Operations • Growth and User Acquisition • Recruiting / Hiring / Staff Development • Crisis Communication • Continuous Improvement • BI and Data analyses • Customer Relationship Management (CRM)

### BRANDS WORKED WITH



## Experience



### ● Chief Marketing Officer

Yavin | Feb 2022 - Now

Much More Than A Payment Terminal

### ● Founder

Street Spade, Sas | Jan 2021 - Now

Bridging the gap between physical & digital apparel, Street Spade breaks the fake with Iconic and Unique, Made in France luxury goods, thanks to blockchain and NFT's.



### ● Regional Operations Manager

Lime | Mar 2020 - Sep 2021

Own the growth & performance marketing output (retention, ROI, LTV,...) for Western Europe, APAC, Latam (14 countries)

customers' lifecycle / CRM Management

Develop and execute on the local growth & marketing strategy including CRM, App Store Optimization, User Acquisition, Partnerships, and Influencer marketing

Implement and manage marketing budgets (2% of growth booking), monitor actual versus planned spend.

Compile, analyse, and leverage data and analytics to drive insights using Tableau software.

### ● Chief Marketing Officer

Once Dating Group | Sep 2018 - Oct 2019

• Plan and implement marketing strategy and oversee KPI-oriented marketing initiatives for the entire portfolio, including three dating applications: Once, Once Again, and Pickable.

• Create the marketing roadmap; assist the marketing team in coordinating efforts across different channels.

• Recruit, hire, train, develop, and manage a marketing team of 12 employees.

• Implement and manage marketing budgets, monitor actual versus planned spend.

• Compile, analyse, and leverage data and analytics to drive insights using Looker software.

• Manage and drive performance, television, and OOH (out-of-home) campaigns.

• Source, establish, develop, and maintain corporate partnerships; serve

as a liaison to public relations (PR) agencies.

- Oversee the development of new markets. Selected Achievements:
- Designed a country strategy plan to optimise growth and revenue objectives, increase brand awareness in a competitive, mature market, and shift brand perception toward newly defined brand attributes.
- Designed the market structure; sourced, pitched, and on-boarded creative, media buy, social, events and PR agencies. Sourced locally produced content where appropriate.
- Managed growth and user acquisition (UA); planned strategy and optimisations across markets and channels and guided the performance marketing team throughout campaign implementation.
- Planned centralised implementation of major channel campaigns, including Facebook, Instagram, Google, Youtube, Apple Search, Snapchat, etc. Managed influencer marketing activities.
- Planned and facilitated the launch of Once Places and Once Records deploying a successful brand storytelling and an ambassador program across top big cities in France, Italy, Germany, United Kingdom, and US (only New York)
- Identify and test new channels and services in support of UA and retargeting goals; plan, implement, and monitor customer relationship management (CRM) and re-engagement strategies.

### ● Director, International Growth

Tinder, Inc. | Sep 2016 - Sep 2018

- Planned and directed international growth, marketing, strategy, public relations, and operational initiatives.
- Supported country managers in France, Germany, United Kingdom, South Korea, Brazil and India.
- Analyzed markets to source with brand ambassadors, identify, and acquire new business opportunities in Turkey, Russia, and MAE area.
- Defined a brand narrative in line with HQ guidelines to shift brand perception from a hook-up app to a lifestyle brand and adapt storyline and visual identity to resonate with local idiosyncrasies.
- Researched, sourced, and built business partnerships. Conducted client and industry partner visits to understand current and emerging customer needs and requirements. Gathered competitive intelligence and data. Selected Achievements:
- Spearheaded Tinder's explosive international growth; Match Group's quarterly investor report highlighted Tinder as one of the most downloaded and highest grossing mobile apps of all time.



### ● Head of Growth, Acquisition & Content

happn | Jul 2014 - Sep 2016

- Planned and led international expansion campaigns for one of the world's leading dating services, which is available in nearly every country and covers 18 languages.
- Managed acquisition and launch for 20+ markets, including content creation, tracking, and business development. Markets included the United States, Canada, Brazil, Chile, Argentina, Peru, Japan, India, Hong-Kong, Thailand, Taiwan, Singapore, Russia, Poland, and Turkey.
- Sourced, recruited, hired, trained, and managed a team of 25 employees.
- Managed in-app advertising solutions, including ad-serving platforms, native formats, vertical videos, rich-media.
- Developed and implemented re-engagement, CRM, and cross-device retargeting strategies.
- Analysed data and analytics to drive insights using Tableau software. Selected Achievements:
- Increased the user base of 3 million to 42+ million within 27 months. Exceeded goals and targets across all key metrics, including volume, cost per registration, retention, monetisation, cost per client, lifetime value, payback.
- Developed and managed co-branding partnerships with Spotify, Feeli-go, and Videdressing.



### ● Operations Manager

JOULE | Oct 2011 - Jun 2014

Joule is a mobile first marketing agency, which design, build and distribute ideas worth of attention. From initial concept to audience delivery, we provide an end-to-end service that cuts through media and creative silos, to bring together the physical and digital worlds. • Mobile strategist for all

- WPP agencies in France: MEC, Mindshare, Mediacom, KRMedia, Maxus.
- Media buying, richmedia advertising production, ad-serving solutions.
  - EUR 7,3 million gross margin in the first year.

### ● **Mobile Advertising and Data manager**

Pureagency.Com | Jan 2009 - Jan 2011

Pure Agency is the first performance mobile agency in France and leader on mobile strategy, development and marketing.

- Organized and developed of the production unit: workflow, outsourcing, business development.
- Roll out media and marketing offers on mobile services: traffic generation, acquisition, loyalty, m-Commerce, direct marketing, mobile CRM.
- Clients: L'Oréal, Disneyland Paris, AccorHotels, EasyVoyage, Bouygues Telecom, Orange, PriceMinister, BrandAlley.

### ● **Directeur de production**

Publicis Groupe | Dec 2006 - Nov 2009

- Recruited and managed of a team (12 people) involved in the multidisciplinary creation, design, development, implementation of digital formats: display banners, richmedia advertising, email, facebook App, landing pages, websites.
- Ended up FY10: 640k€ (198% achievement) – FY09: 1 000K€ (100% achievement) – FY08: 1250K€ (98%).
- Clients: Estee Lauder Group, Toyota, PMU, LVMH, Groupe Richemont, Electrolux, MSN, Nestle, Virgin Mobile, Bouygues Telecom, L'Oréal, GDF Suez, Swarovski, Disneyland, VSC.