

YOUSSEF SADAKI

Digital Transformation & Marketing Leadership | Founder, YSADAKI

London, Ontario, Canada | Damascus, Syria

ysadaki.com | youssef@ysadaki.com | +1 519-697-0487 | linkedin.com/in/youssef-sadaki-02a86495

PROFESSIONAL SUMMARY

Marketing and digital transformation professional with 16+ years of experience since 2010 across business, international development, research, training and strategy. Founder of YSADAKI, leading a multidisciplinary team that delivers marketing and digital execution for organizations in Canada and Syria. Personally leads strategic consulting, digital transformation, fractional marketing leadership, market entry and corporate training engagements, connecting strategy with practical execution. Background includes international development, research and training alongside commercial marketing leadership.

CORE EXPERTISE

Digital Transformation • Digital Marketing Strategy • Strategic Consulting • Fractional Marketing Leadership • Market Entry • Paid Media & Performance Marketing • SEO / GEO / AEO • CRM & Marketing Automation • Analytics & Measurement • Corporate Training & Team Development

PROFESSIONAL EXPERIENCE

Founder - YSADAKI

Independent Consultant since 2018 | Canada & Syria

- Lead a multidisciplinary team of nine delivering digital marketing, paid media, web, CRM and creative execution for organizations in Canada and Syria.
- Personally direct strategic consulting, digital transformation, fractional marketing leadership, market entry and corporate training engagements for companies and institutions.
- Established an operating model connecting founder-led strategy with team-based execution across marketing, digital and technical disciplines.

Head of Marketing & Digital Transformation - Consulting Engagement

Al-Boraq (Official Samsung Distributor, Syria & Jordan) | Nov 2025 - Jun 2026

- Directed marketing and digital transformation strategy under a fixed-term consulting engagement, reporting to executive leadership.
- Led the development and expansion of the core team from 17 to approximately 22 members across marketing, technology and operations.
- Led the restructuring of marketing, CRM and digital operations within an environment supporting approximately 400,000 customer records.

Digital Marketing Specialist

Western I.T. Group / WITSTUDIO | May 2023 - Present

- Direct digital marketing strategy and execution for a portfolio of up to 15 concurrent Canadian and U.S. B2B accounts.
- Manage Google Ads and Meta paid-media campaigns; approximately CA\$148,000 in managed ad spend has generated 129,000+ clicks and 66,000+ tracked conversions.
- Lead technical SEO and Generative Engine Optimization (GEO) work to improve visibility across traditional and AI-powered search.
- Coordinate with design and development teams on websites, landing pages, email marketing, CRM integration and client proposals.

PROFESSIONAL EXPERIENCE - CONTINUED

Program Development Officer

Chemonics International - USAID Syria Regional Program | 2014-2015 | Included a brief Monitoring & Evaluation Assistant assignment

- Personally implemented 15+ activities within a USAID-funded Syria stabilization program operating at an approximate US\$30 million portfolio scale.
- Coordinated with local councils and civil-society partners and supported field monitoring across a complex, cross-border operating environment.

EARLIER EXPERIENCE

Research Analyst - Insight Advisory Group, Washington, DC | 2016-2018

Business Developer - Resilience Counselling Research & Consultation | 2018-2022

Project Specialist - Old East Village Business Improvement Area, London, Ontario | 2022-2023

Career began in 2010 as Marketing Manager at SATA, Syria; earlier roles also include PR Manager at International Patient Helping Society and General Manager at Damascus House Restaurant.

TRAINING & TEACHING

Digital Marketing Instructor, NAB College (2022, 60+ students); **Training & Workshops, SCMC** (Istanbul); **Branding & Digital Marketing Workshops, London Economic Development Corporation (LEDC)** (since June 2024).

RESEARCH / PUBLICATIONS / MEDIA

Research, analysis and commentary on Syria and the Middle East have appeared in, been cited by, or contributed to publications and institutions including the Atlantic Council, The Washington Institute for Near East Policy, Cambridge University Press, Lawfare, Jadaliyya and Newsweek. Peer-reviewed academic work published in Small Wars & Insurgencies; media appearances include CBC and Fox News.

EDUCATION

Bachelor of Business Administration - Arab International University | 2010

Diploma in Business Administration | 2011

Master in Digital Marketing & E-Commerce - ENEB Barcelona / Universidad Isabel I | 2024

Executive MBA Studies in International Affairs - Bay Atlantic University | Coursework - not completed

SELECTED CREDENTIALS / RECOGNITION

International Visitor Leadership Program (IVLP), U.S. Department of State (2015) • Honorary Citizen, Pensacola (2015) • Active Citizen, British Council (2011) • Security Incident Management, Chemonics International • Digital Transformation, University of Virginia & Boston Consulting Group (Coursera)

LANGUAGES

Arabic - Native • English - Professional