

Ahmad M. Hijazi

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PROFILE

A digital marketing professional with a proven record of generating and building relationships and managing projects from concept to completion. Skilled in building cross-functional teams and making critical decisions during challenges. Adaptable and transformational leader with an ability to work independently, creating effective presentations, and developing opportunities that further establish organizational goals.

- Marketing Strategy
- Digital Marketing
- Social Media Marketing
- Google AdWords & Analytics
- SEO, SEM
- Branding
- Account Management
- Search & Display Advertising
- Client Servicing

EXPERIENCE

Marketing Director (1 year & 4 months)

Aug 2017 – Nov 2018

Sleepless Minds – Advertising Agency – Member of HAK Holding

www.sleeplessminds.co

TABCO Bldg, Bab Edris, Beirut Central District, Lebanon

Joined *Sleepless Minds* to lead Online & Offline Marketing efforts, while assisting the Managing Director in commercial planning and attracting new accounts

- Developed and implemented integrated marketing plans and strategies for Major Accounts (\$100k+). Some of these clients include: **RED Taxi, Grey Management, Saad Kadiri, Dany's Beach Bar** ...
- Supervised content production for clients' digital and offline Ads (Text, Images & Videos)
- Developed creative content including TV Ad Scripts and Digital Campaigns
- Hired, trained and lead the marketing team while continuously improving performance and results
- Customized various proposals and pitches based on each client's needs
- Negotiated with external agencies & vendors and secured agreements on the production of promotional materials

Digital Marketing Manager (1 year & 6 months)

Jan 2016 – Jun 2017

Fateshli - MENA's 1st Curated eCommerce platform

www.fateshli.com

Beirut, Lebanon

Introduced the concept of Content Curation for the 1st time in eCommerce and Launched in Beirut to gradually cover the entire MENA region

- Developed strategic relationships with leading eCommerce platforms (Souq, Amazon, AliExpress & JadoPado)
- Defined multiple revenue streams and monetization strategies (Subscriptions, Ads, Affiliate Marketing)
- Set Online marketing strategies to increase Conversion and click through rates (CTR)
- Experimented new marketing initiatives with paid and organic acquisition channels to increase brand awareness
- Guided developers and designers on improving the user interface and experience (UI/UX)
- Planned and executed Web, SEO/SEM, email, Social Media, Search and Display Advertising campaigns

Business Development Executive (5 months)
ArabNet – Mobile & Tech Conference Organizer
BDD 1243, Beirut, Lebanon

Aug 2015 – Dec 2015
www.arabnet.me

Took ownership of International Accounts and managed relationships with clients across MENA & Europe

- Prepared and presented powerful, persuasive sales presentations that effectively demonstrate the value proposition of ArabNet Sponsorships and white label services
- Generated new leads through research & networking converting them into paying clients
- Maintained consistent sales growth by continuously establishing new accounts and maintaining existing accounts

Business Development Coordinator (1 year & 5 months)
Saudi Oger Ltd – Saudi's Second Largest Construction Giant
Riyadh, Kingdom of Saudi Arabia

Mar 2014 – Jul 2015
www.saudioger.com

Assisted the Business Development Director in defining account plans including strategy, targeted contacts, competitive intelligence, trends and goals

- Coordinated with public relations team to ensure coverage of successful initiatives and significant matters in key markets are publicized internally and externally in accordance with the firm's PR policy
- Prepared Yearly and quarterly sales analyses to identify new opportunities

Sales Representative (2 years)
Phoenicia Aer Rianta Co. (PAC – Sal) – Beirut Duty Free
Rafik Hariri International Airport – Beirut, Lebanon

Mar 2012 – Mar 2014
www.beirutdutyfree.com

EDUCATION

Bachelors of Business Administration – Management
Rafik Hariri University
Mechref, Lebanon

Sep 2009 – May 2013
www.rhu.edu.lb

SKILLS & TOOLS

- Social Media Marketing, Search & Display Advertising
- Google Analytics, Google AdSense, Google AdWords
- Search Engine Optimization (SEO), Search Engine Marketing (SEM), CRM, WordPress
- MS Office, Adobe InDesign, Adobe Illustrator

CERTIFICATIONS

- Google AdWords Search Certification
Google Partners

Aug 2017
https://www.google.com/partners/#p_certification_html;cert=8

LANGUAGES

Arabic (Native) – English (Bilingual) – French (Basic) – German (Basic)