

Ziad Ramman

Digital Marketing/Design/UX&UI

Hamra, Beirut - Lebanon

zramman@gmail.com

+961 3 167 289



EXPERIENCE

Jun. 2016 to Present

Trybe - Beirut

UX&UI, Digital Marketing and Product Manager

- Created and designed flowcharts and wireframes for new and existing features.
- Wrote, designed and implemented PRDs (Product Requirement Documents) for new features from scratch to development/deployment phase.
- Created the content for both the B2B and B2C company website as well as the entire support page on Zendesk.
- Oversaw testing of new features and deployment, maintained communication with merchants/partners.

Jun. 2011 to Jun. 2016

ScoopCity - Beirut

Production Manager

- Content creation for daily deals as well as articles and blog posts about local events.
- Created, maintained and oversaw ScoopCity's social media fronts including Facebook, Instagram, Twitter and Pinterest.
- Designed in-house graphics such as the company business cards, logos, flyers, posters, web-design, and the mobile app.

May 2010 to Sept. 2010

Procter & Gamble - Beirut

Community Moderator for the "My Crest Smiles" competition

- Oversaw all the contestants' photos and made sure they met the requirements of the terms and conditions within www.mycrestsmile.com
- Inspected all the incoming comments regarding the contestant's photos, relayed messages between the user and management.

Oct. 2009 to Mar. 2010

Nakeelat, FOTON - Beirut

Marketing Consultant

- Created and implemented the entire marketing plan which included strategic design, tactical design, marketing research and feasibility studies.
- Designed Nakeelat's corporate identity which includes logo design, letterheads and business cards, signage, brochures and advertisements as well as full 3D renderings of the prospected showroom.

EDUCATION

Oct. 2006 to Feb. 2010

American University of Science and Technology - Beirut

Bachelor in Business Administration with an emphasis in Marketing & Advertising

Sept. 1992 to Jun. 2003

American School of Kuwait - Kuwait

High School Diploma

SKILLS

Software

- Photoshop
- Flash
- Autodesk Maya
- InDesign
- Illustrator
- Axure
- Office Suite
- Visual Basic
- Mailchimp

Languages

- English
- Arabic

INTERESTS

Hobbies

- Computer Technology
- Percussionist for 'The JLP Show'
- 3D Modeling
- Gamer

Profile

- <https://ziadramman.carbonmade.com/>