



AMANI AL ABED

Certified Digital Marketing Specialist - Social



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PROFILE

A passion-driven certified marketing specialist of 2 years experience in social media, market research, sales and telemarketing. My ultimate goal is becoming a marketing wizard in the future, and that's why I keep striving to acquire academic and professional skills from prestigious parts of the world to deliver first class business results.



PROFESSIONAL

- TALKWALKER
- INDESIGN
- HOOTSUITE
- MICROSOFT OFFICE



LANGUAGES

- ARABIC
- ENGLISH
- GERMAN
- FRENCH

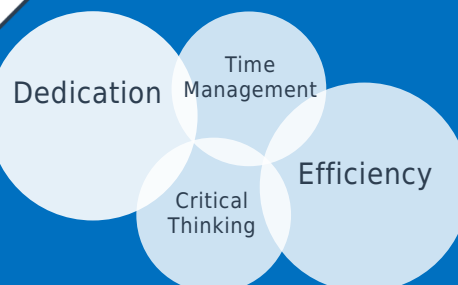


AWARDS

- CERTIFIED DIGITAL MARKETING SPECIALIST
Digital Marketing Institute, September 2017
- DISTINGUISHED HONOR LIST
Rafik Hariri University, Fall 2012-2015
- ACADEMIC EXCELLENCE AWARD
Rafik Hariri University, 2012
- ACADEMIC EXCELLENCE AWARD
Makassed Association, 2012
- VOLUNTEER OF 150 HOURS AWARD
Makassed Association



Personal Skills



EDUCATION

- MSc International Marketing / SEP 2017 - SEP 2018
Newcastle University, United Kingdom
- DIGITAL MARKETING - SOCIAL MEDIA / MAY 2017 - AUG 2017
Morgan International, Lebanon
- A2 ZERTIFIKAT - DEUTSCH / OCT 2016 - APR 2017
Goethe Institut, Lebanon
- BACHELOR OF MARKETING / SEP 2012 - MAY 2015
Rafik Hariri University (Previously Hariri Canadian University), Lebanon
Major GPA: 3.8



WORK EXPERIENCE

- CARMA INTERNATIONAL / DEC 2015 - FEB 2017
SOCIAL MEDIA EXECUTIVE
 - Monitored social media platforms to find points of interest for the clients
 - Formed informative reports, real time/daily alerts and coded data sheets
 - Categorized and summarized user-generated impressions to sentiments
 - Researched more efficient tools to save time collecting data
- FREELANCE / MAY 2016 - CURRENT
SOCIAL MEDIA AND RESEARCH
 - Managed Facebook and Instagram pages for local shops in Beirut
 - Conducted secondary research for a Middle Eastern live-streaming TV project
 - Designed a logo for a local mall in Saïda, Lebanon
- GREENLAND UAE / APR 2015 - NOV 2015
MARKETING / HR EXECUTIVE
 - Conducted market research for the recruitment industry to generate new sales ideas
 - Held sales meetings for several potential clients
 - Formed a list of potential clients in different industries in UAE and Lebanon
 - Handled WordPress blog comments of Greenland's account
 - Increased likes and follows of different platforms of the company's account
 - Posted news and job vacancies on recruitment panels
 - Coordinated with advertising agencies for offers and quotes
- RAFIK HARIRI UNIVERSITY / FALL 2014
ASSISTANT TO THE CHAIR
 - Entered data using SPSS; updated phone directory; answered incoming calls to the department; wrote proposal to the Earth Club
- MAKASSED ORPHANAGE / MAR 2013 - JAN 2014
VOLUNTEER TEACHER
 - Taught English, Mathematics and Science to 3rd and 4th graders



REFERENCES

- Rawan **HASHEM** / CARMA -



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Director of Content Insights

- Nour **Fakhri** / GREENLAND -



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Former Senior Recruitment Coordinator