

Clement Farah

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Professional Summary

Accomplished entrepreneur and award winner, combining Knowledge in behavioral psychology and emerging technologies. Passionate and motivated, with a drive for excellence for Fifteen years various management positions.

Skills

- Systems Evaluation
- Critical Thinking
- Technology Design
- Social Perceptiveness
- Systems Analysis
- Active Listening
- Psychology
- Sociology and Anthropology

Experience

Chief Executive Officer
MINDMATTER Agency

September 2015 – Current
Aoukar, Lebanon

- Evaluate financial reporting systems, accounting or collection procedures, or investment activities.
- Identify, develop, or evaluate marketing strategy, based on knowledge of organization's/politician's objectives, market characteristics, and cost and markup factors .
- Conduct online marketing initiatives, such as paid ad placement, affiliate programs, sponsorship programs, email promotions, or viral marketing campaigns on social media Web sites.

- Coordinate with developers to optimize Web site architecture, server configuration, or page construction for search engine consumption and optimal visibility.
- Execute and evaluate political campaigns.
- Execute and manage communications with digital journalists or bloggers.
- Conduct participatory action research in communities and organizations to assess how work is done and to design work systems, technologies, and environments.
- Develop implementation plans that include analyses such as cost-benefit or return on investment (ROI).

Solutions Architect
LITS SARL

June 2011 – August 2015
Jounieh

- Communicate with staff or clients to understand specific system requirements.
- Provide advice on project costs, design concepts, or design changes.
- Document design specifications, installation instructions, and other system-related information.
- Verify stability, interoperability, portability, security, or scalability of system architecture.
- Collaborate with engineers or software developers to select appropriate design solutions or ensure the compatibility of system components.
- Provide technical guidance or support for the development or troubleshooting of systems.
- Design, build, or maintain web sites, using authoring or scripting languages, content creation tools, management tools, and digital media.
- Maintain understanding of current web technologies or programming practices through continuing education, reading, or participation in professional conferences, workshops, or groups.

Chief Executive Officer
Seven Express

October 2013 – May 2016
Zurich, Switzerland

Education

Online Certificate - Apple Teacher

Apple

Nov 2018

Cupertino, CA

Nano Degree - AI Neural Networks Engineer

Udacity

Sep 2018

Mountain View, CA

Online Certificate - Digital Advertising

Google

Google Marketing Platform

Google Analytics

Google Ads

Oct 2017

Los Angeles, CA

Nano Degree - IOS Developer

Udacity

Mar 2017

Mountain View, CA

Nano Degree - Front End Web Developer

Udacity

May 2015

Mountain View, CA

Online Certificate - Audience Network Strategist

Facebook

Facebook Advertising Core Competencies -2012

Facebook Certified Buying Professional - 2013

Facebook Certified Planning Professional -2014

Mar 2015

Menlo Park, CA

Online Certificate: Symbolic Systems

Stanford University

Jan 2015

Stanford, CA