



TAREK MOUSSALLY

CONTACT DETAILS & ADDRESS

Mobile: +961-70 498 433

Email: Moussally.Tarek@gmail.com

Green Valley, Ain Saadeh – Lebanon

COMPUTER SKILLS

- Microsoft office Proficient.
- Email Marketing (Mailchimp, Getresponse)
- Facebook Advertising.
- Google Analytics.
- Google Ad words.
- Shopify.
- Wordpress / Woocommerce.
- Autodesk's Robot Proficient.
- AutoCAD Proficient.

TRAININGS & CERTIFICATIONS

Udemy™ Online Courses Certifications.

- The Complete Digital Marketing Course 2019.
- Facebook Ads & Facebook Mastery Course 2019.
- Youtube Masterclass - Your complete guide to Youtube.

Currently Working On: (Expected July 2019)

- Google Analytics 2019 Certification.
- Google Ads 2019 Certification.
- Facebook Blueprint 2019 Certification.

PROFESSIONAL EXPERIENCE:

Digital Marketer

Freelance - March 2017, Present.

- WordPress website development & conversion optimization.
- Social Media Management.
- Facebook Ads setup, creation, monitoring, and optimization.
- Facebook Ads custom audience re-targeting campaigns using Facebook Pixels.
- Google Analytics: Goal setting, traffic behavior, sources and acquisition analysis for marketing funnel optimization.
- Google Adwords campaign setup and monitoring.
- Clickfunnels™ Funnel creation for lead generation campaigns and affiliate marketing campaigns.
- Email marketing campaigns and automation (Mailchimp, Get-response)
- Shopify e-commerce store creation and conversion optimization.
- E-commerce Facebook Ad campaigns optimized for purchase conversions using video ads.
- Content Creation & Website SEO optimization.
- Organic website traffic generation using Social Media Channels (Facebook ,Instagram, Linkdin), SEO & Email Marketing.

Civil Site Engineer

Matta et Associes s.a.l. – College Louis

Wegmann – Jouret El Ballout.

September, 2018 – Present.

- Handling the BOQ
- Preparing variation orders cost for actual finishing.
- Checking form works, reinforcements and all embedded items.
- Preparing Architectural & Structural Shop Drawings.
- Attending Client Meetings.

SITE ENGINEER

Bloc s.a.r.l. – Site Engineer, Murex Offices – Stratum Building.

April, 2018 – September, 2018

- Handling Finishing Works.
- Preparing Shop Drawings.
- Checking the bill of quantity.

LANGUAGES

English - Fluent

Arabic - Native

French - Intermediate

Spanish - Beginner

INTERESTS & HOBBIES

- My Senior Project "3D Printing Construction using sustainable concrete material" was placed first in the "Innovate for Lebanon" National Engineering innovation competition.

- Master Practitioner of Taekwondo for 15 years (5 Times Lebanese Champion, participated in more than 10 international championships).

- Started Offcampus in 2016, a media partner company for college students (<https://www.facebook.com/Offcampusmag/>).

- Started Incometea in 2018, a digital marketing blog (Incometea.com)

- Started an online e-commerce store using shopify

- Pianist at the Lebanese conservatory for 6 years until December 2012.

- Former "Scouts du Liban" Scout for 8 years until June 2010.

DIGITAL MARKETING OFFICER

Smile Infinity – Lebanon - Sin El Fil.

June, 2017 – September, 2017

- Social Media Management.
- Facebook Ad Creation.
- Facebook Ad Analysis.
- Content Marketing.
- Customer Follow Up.
- Developing Market Research Reports.

JUNIOR SITE ENGINEER

Assaly Engineering & construction -

Baabdet 622 –Baabdet el Maten –residential projects.

Sep, 2016 – June, 2017

- Checking steel and concrete orders.
- Checking form works, reinforcements and all embedded items.
- Organizing the work flow.
- Pursuit sub-contractors in their finishing works.
- Preparing sub-contractor's statements.
- Preparing daily and weekly reports for site works.
- Document controller for paper site work.

INTERN ENGINEER

Kfory Engineering & Contracting – Tower 44.

June, 2016 – September, 2016

- Concrete pouring.
- Office works.
- Shop drawings.
- Reinforcement Checks.
- Formwork Checks.
- Masonry Walls Checks.

TAEKWONDO MASTER/INSTRUCTOR

Mont La Salle "School of champions".

January, 2012-Present

EDUCATION HISTORY

NOTRE DAME UNIVERSITY- LOUAIZEH

B.E. in Civil Engineering.

Graduated: 12/2017

ANTONINES SISTERS' SCHOOL HAZMIEH-

JAMHOUR:

French & Lebanese Baccalaureate 2 (General Sciences).

Graduated: 6/2012