

STEPHEN MALLOUH

CONTACTS

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OBJECTIVE

Seeking an opportunity at Loop Scooters that will allow me to leverage and grow my skills, experience and competencies in marketing.

SKILLS

Digital Advertising Systems:

Facebook Ads, Google Ads, LinkedIn Ads

Digital Monitoring Systems:

Facebook Insights, Google Analytics, Hootsuite, Hubspot, LinkedIn Insights

Microsoft Office:

Access, Excel, PowerPoint, Word

Professional Design Softwares:

Acrobat, After Effects, Illustrator, Indesign, Photoshop, Premiere Pro

Social Media:

Facebook, Instagram, LinkedIn, Pinterest, Twitter, YouTube

Email Marketing Platforms:

Mailchimp

LANGUAGES

English ● ● ● ● ●
Arabic ● ● ● ● ●
French ● ● ● ● ●

HOBBIES & INTERESTS

Football, technology, hiking, music, reading, traveling, volunteer work, videography and writing.



WORK EXPERIENCE

Joining Starmanship & Associates was a way to kickstart my career. I have held several roles, taking on new opportunities and responsibilities:

Jan 2017 - Mar 2019

MARKETING COORDINATOR

at Starmanship & Associates

📍 Beirut

July 2015 - Dec 2016

MARKETING INTERN

at Starmanship & Associates

📍 Beirut

- Drafted and implemented a marketing strategy and plan using project management tools to deliver projects on time and on budget.
- Coordinated and managed content management and information sharing among Starmanship's departments.
- Provided design and direction for collateral, web and other visual communications media for the company.
- Created and led internal programs to promote uniformity and consistency of brand by developing and refining uniform graphic standards and visual brand strategies.
- Brainstormed and developed ideas for creative marketing campaigns.
- Developed content and advertisements for inbound and outbound marketing activities.
- Planned and executed initiatives to reach the target audience through appropriate channels.
- Analyzed marketing data (campaign results, conversion rates, traffic) to help shape future marketing strategies.
- Created brand strategies to grow our brand and communicate with our potential customers more clearly, working towards the same objectives.
- Created, scheduled and published content on Starmanship's social media accounts.
- Led the reporting and analytics activities for Starmanship's social media accounts.
- Analyzed web data analytics using Google Analytics to measure and evaluate the website's performance.
- Implemented SEO best practices on all generated content to increase search engine ranking and conversions.
- Prepared monthly performance reports on marketing activities including website, Google Ads, social media, press release coverage and events.
- Implemented email campaigns to promote the company's events, services and trainings.
- Collaborated with the sales team to create visually appealing PowerPoint presentations showcasing the company's training solutions based on the customer's needs.
- Coordinated and overviewed the production and printing of material such as posters, leaflets and feedback forms used in events and workshops.
- Provided customer support on a regular basis helping clients resolve issues and liaising them with the relevant Starmanship employee.
- Assisted facilitators during workshops and events from setting up to supporting during group activities.

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EDUCATION

2017 - 2019

- **B.S. IN BUSINESS MARKETING**
at Lebanese American University
Expected to graduate in May 2019 / GPA 3.67

📍 Beirut



PROFESSIONAL TRAININGS & CERTIFICATIONS

- Feb 2019 ● **Google Ads Shopping Certification**
at Google Academy for Ads
- Oct 2018 ● **Google Ads Fundamentals Achievement**
at Google Academy for Ads
- Oct 2018 ● **Google Ads Search Certification**
at Google Academy for Ads
- Oct 2018 ● **Google Ads Display Certification**
at Google Academy for Ads
- Feb 2018 ● **Digital Sales Certification**
at Google Academy for Ads
- Feb 2018 ● **Video for Brand Basics Achievement**
at Google Academy for Ads
- Oct 2017 ● **Inbound Marketing Certification**
at Hubspot Academy
- Sep 2017 ● **Google Analytics Individual Qualification**
at Google Academy for Ads
- 2017 ● **The 5 Choices to Extraordinary Productivity workshop**
by Franklin Covey Co., at Starmanship & Associates
- 2017 ● **Communication by Colors workshop**
by Starmanship & Associates
- 2017 ● **Redline Racing workshop (Driving Results)**
by Eagle's Flight, at Starmanship & Associates
- 2017 ● **Gold of the Desert Kings workshop (Productivity)**
by Eagle's Flight, at Starmanship & Associates
- 2017 ● **Rattlesnake Canyon workshop (Customer Needs)**
by Eagle's Flight, at Starmanship & Associates
- 2017 ● **Promises, Promises! workshop (Workplace Culture)**
by Eagle's Flight, at Starmanship & Associates
- 2017 ● **Windjammer workshop (Capitalize on Opportunities)**
by Eagle's Flight, at Starmanship & Associates
- 2017 ● **Odyssey Team Building Activities workshop**
by Odyssey, at Starmanship & Associates