

FERRASMOHSEN

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PERSONAL PROFILE

- Languages: Arabic and English (oral and written)
- Computer skills: MS Office (i.e., Word, Excel, PowerPoint, Outlook)
- Strong work ethic: optimistic, punctual, reliable, loyal
- Good Worker: self-motivated, work well with limited supervision, positive attitude

PERSONAL INFORMATION

Birthday: 10 November 1988 **Civil Status:** Single **Citizenship:** Lebanese **Driving License:** Qatar Driving License

WORK EXPERIENCE

Feb 2020- June 2020 **Digital Marketing executive – Contract**
Tanween P | Doha, Qatar

- Assist in the formulation of strategies to build a lasting digital connection with consumers
- Plan and monitor the ongoing company presence on social media (Twitter, Facebook etc.)
- Launch optimized online adverts through Google Adwords, Facebook etc. to increase company and brand awareness
- Prepare online newsletters and promotional emails and organize their distribution through various channels
- Provide creative ideas for content marketing and update website
- Collaborate with designers to improve user experience
- Measure performance of digital marketing efforts using a variety of Web analytics tools (Google Analytics, Facebook analytics etc.)
- Maintain partnerships with media agencies and vendors
- Acquire insight in online marketing trends and keep strategies up-to-date

Oct 2019- Jan 2020 **Social media Coordinator – Contract**
Droobi | Doha, Qatar

- Research audience preferences and discover current trends
- Create engaging text and content
- Design posts to sustain readers' curiosity and create buzz around new products
- Stay up-to-date with changes in all social platforms ensuring maximum effectiveness
- Train co-workers to use social media in a cohesive and beneficial way
- Facilitate online conversations with customers and respond to queries
- Report on online reviews and feedback from customers and fans
- Develop an optimal posting schedule, considering web traffic and customer engagement metrics
- Oversee social media accounts' layout
- Suggest new ways to attract prospective customers, like promotions and competitions

Feb 2018- Mar 2019 **Social Media Manager**
Caustik | Beirut, Lebanon

- Designing and implementing with managing director a B2B social media strategy to target and acquire new clients, brands, and agencies
- Designing and implementing with managing director a B2C social media strategy to strengthen the brand image and its influence on the community
- Collaborating with creative director and artists to gather all sorts of content for social media
- Communicating with followers and incorporating the brand into social media
- Suggesting and implementing innovative features to develop brand awareness

Digital Marketing Officer

Aug 2017-Jan 2018 **Kamkalima** | *Beirut, Lebanon*

- Plan and execute all digital marketing, including marketing database, email, and social media
 - Design, build and maintain social media presence
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
- Identify trends and insights, and optimize spend and performance based on the insights
- Brainstorm new and creative growth strategies
- Plan, execute, and measure experiments and conversion tests
- Instrument conversion points and optimize user funnels
- Collaborate with agencies and other vendor partners
- Evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate

Social Media Account Manager

Mar 2017 -Jun 2017 **Grey Doha** | *Doha, Qatar*

- Create timely and engaging content optimized for platform used and intended audience.
- Monitor sites for customer service opportunities and initiate conversations on behalf of the client.
- Analyze and report social media actions on a monthly basis for successes and new opportunities.
- Create engaging and professional visuals that reflect client and their brand (Customize social media pages (ex. Facebook, Twitter, Google+, YouTube), develop supporting offline collateral, create original content, etc).
- Stay current with social media trends and tools – includes attending networking and educational events, reading blogs, and listening to podcasts.
- Continue to refine and define social marketing process.
- Work with teams to create a solid branding message that's reflected across atomic marketing materials, social media content and shared by employees
- Work with clients to create a social media strategy that collaborates with marketing, PR and advertising campaigns, research top influencers, competitors, and trends in clients' industries.

EDUCATION

Major projects worked on for the Magazine

Helped compile a detailed list of the populations of both Qatar and the UAE. Both of which went viral and in return generated a constant flow of visitors to the site.

<http://bqdoha.com/2013/12/population-qatar> <http://bqdoha.com/2015/04/uae-population-by-nationality>

2009 to 2012 **Diploma Business Management (Marketing)**
College of the North Atlantic - Qatar | *Doha, Qatar*

2006 **High School Diploma (Sciences)**
Eastwood College | *Kafarshima, Lebanon*

Aug 2016-Mar 2017

Marketing Coordinator

Bayt.com LLC | Doha, Qatar

- Support Project Management activities
- Provide regular daily/weekly project updates related to various accounts that are assigned to me
- Compiles project status reports, coordinates project schedules, manages project meetings, and identifies and resolves technical problems.
- Coordinates project activities and ensures all project phases are documented appropriately.
- Identifies and analyzes systems requirements and defines project scope, requirements, and deliverables.
- Provide timely and accurate feedback to client requests Perform final project activities, such as closing project documentation and archiving appropriate records.
- Prepare client deliverables that meet a high professional standard.
- Project Tracking-request status updates from team and update project managers
- Track and provide delivery information to clients.
- Work with Project Management team and Developers in order to resolve client inquiries.
- Deliver trainings to client on how to best utilize the system.
- Prepare monthly usage reports for various clients
- Assist in digital & social media marketing projects - Devising and implementing digital marketing strategies and campaigns

Aug 2014 -Aug 2016

Digital Media Executive

bq Magazine | Doha, Qatar

- Go through newswires and press releases – editing and publishing them on the CMS
- Working with the Marketing Manager and Digital Lead to devise and implement digital marketing strategies
- Manage and implement the social media strategy for the company
- Tracking conversion rates and suggesting improvements to the website
- Maintain effective internal communications to ensure that all relevant company functions are kept informed of digital marketing objectives
- Assisted with new product launches
- Analyzing potential strategic partner relationships for bq marketing.