

Mohamad Skafi

Marketing specialist with exemplary track record and demonstrated ability in analyzing markets by building marketing plans and product positioning.
Data-driven Digital Marketing Coordinator specializing in inbound marketing. Drives traffic and boosts audience engagement with dynamic marketing strategies and campaigns.

EXPERIENCE

Senior Marketing Specialist

Tawfeer International SAL

Hadath, Beirut
February-2018 - Currently

Responsible for Social media and on-ground marketing campaigns.
Creating & Building a well driven CRM strategy.
Billboards & Posts Designing.
Follow up with suppliers.
Sales results reporting.

Sales Executive

Farah Electric Services

Ajman, United Arab Emirates
April-2013 - June-2014

Managing schedules for meeting up with clients to close deals and maintain the relationship by following up.

EDUCATION

Business Marketing Bachelor Degree Lebanese International University

Beirut, Lebanon
2017

Dean's honor list 2015-2016, GPA 3.8

CERTIFICATIONS & COURSES

Graphic Designing certificate, American Center for Excellence, 2018.
Digital Marketing certificate, American Center for Excellence, 2019.

CONTACT INFORMATION

EMAIL

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ADDRESS

Beirut, Lebanon

PHONE

+961 71 327 357

LANGUAGES

Arabic

Mother tongue

English

Advanced

SKILLS

- Microsoft Office
- Adobe Photoshop CC
- Adobe illustrator CC
- Microsoft Dynamics Nav 2015
- Handle and accept advice
- Ability to work in both team and independent environments
- Time management