

Mark Rahy

Hemlaya, Lebanon

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Born: 31/1/93

SKILLS

WordPress



Microsoft Office



SEO/SEM



Analytics & Data Analysis



HTML5, CSS, JAVASCRIPT



Photoshop, AI, AE, Premiere



IOS App Development



EXPERIENCE

HEAD OF DIGITAL MARKETING – PASSION FRUIT WINE (2018-19)

Passion Fruit Wine is a very promising start up that I Co-founded and helped establish:

- Copyrighting (Captions, Blogs, Slogans...)
- Content Creation (Monthly SM Calendars, Boosting...)
- Branding (Developing Logo and Identity)
- Marketing Campaigns (Tactical and Seasonal Online Campaigns, Offline Activation...)
- Business Development (Planning and Preparing Pitches for Investors)
- I was heavily involved in the production, sales, and distribution of the product as well as the recruitment process.

ONLINE MARKETING EXECUTIVE– BLACKBIRD-DW (2016-2018)

I handled a wide scope of responsibilities at Blackbird including:

- Copyrighting (Captions, Blogs, Slogans.)
- Content Creation (Monthly SM Calendars, Competitions.)
- Marketing Campaigns (Developing Full 360 Marketing Campaigns)
- Developing and designing WordPress Websites (Creation, Support, E-commerce, SEO, Google Analytics...)
- Business Development (Planning and preparing presentations for potential clients)
- Reporting and Analytics (Developing Insights based on data, Creating weekly reports)
- Community Management and Client Support

VIDEO TEMPLATE DESIGNER – Filmgram (Jun 2016–Jul 2016)

I was part of a team that was hired for a brief project in which we:

- Created After Effects templates for a website to be reused for online video creation..

TEMPLATE DESIGNER – RADIO ONE (May 2016 – June 2016)

I was part of a team that was hired for a brief project in which we:

- Created Video Content to be used on SM.
- Created Templates on AE to be reused for Marketing purposes.

LANGUAGES

ENGLISH



ARABIC



FRENCH



FREELANCE PROJECTS (2016 > PRES)

I worked on various freelance projects including:

- Developing various WordPress business websites, e-commerce, blogs...
 - o <http://ricebloom.net>
 - o <http://paravida.store/>
 - o <http://www.izzyplanet.com/>
 - o conquestsal.com
 - o <https://throwbackbracelet.com>
- App development (IOS)
- Creating after effects templates for an independent website.

BAR MANAGER/BARTENDER- LOLA RESTAURANT (2014 > 2016)

EDUCATION

GOOGLE ANALYTICS ACADEMY (2018)

Certificates in beginner and advanced Google Analytics.

NOTRE DAME UNIVERSITY – ZOUK MOSBEH (2016)

Graduated with a BA in Advertising and Marketing

ROSARY SISTERS SCHOOL, KORNET EL HAMRA

BACII, Sociology and Economics.

ONLINE COURSES

- Microsoft Professional Orientation: Front End Web Development
- W3C's "Front-End Web Developer"
- Introduction to Artificial Intelligence (by Microsoft)
- Complete Python Bootcamp: Go from zero to hero in Python 3 (by Data International)
- iOS 12 & Swift - The Complete iOS App Development Bootcamp

SEMINARS

- Seminar About "Networking" by Andre Abi Awad
- Seminar About "Strategic Insights & Their Impact On Advertising" by Naji Njeim
- Seminar About "The Execution of A 360* Campaign" by Sandra Hojeij Kahy
- Seminar About "Media In Lebanon And The TV Advertising Industry" by Joseph Sfeir
- Seminar About "Adaptive Media Planning" by May Karim
- Seminar About "Social Media" by Carat Agency

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