

PATRICK KATRA

E-COMMERCE DATA ANALYST



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Awkar, Maten, LB

EDUCATION

MBA in Marketing

Lebanese University | Year: 2020-

Masters Projects:
-Performance and employee engagement during the covid-19 pandemic
-Applications of Cloud Computing

BA in Marketing

Lebanese University | Year: 2012-2016

Thesis Project: Product Alignment at Roadster Diner

KEY SKILLS

- Analytical Problem Solving
- Critical Thinking
- Effective Communication
- Data Analysis
- Data driven decision making

SOFTWARE

- Microsoft Word
- Microsoft PowerPoint
- Google Spreadsheets
- Google SQL Workspace

WORK EXPERIENCE

E-commerce Data Analyst

Mouawad Books & Stationery / 2019 - 2021

- Develop marketing strategies to improve website performance and customer metrics.
- Allocate media budget and deploy campaigns.
- Create dashboards that provide insights of channel performance relative to KPIs.
- Analyze data; create summary reporting to support the decision making of senior management.

E-commerce Marketing

Beirutshopping / 2018 - 2019

- Daily monitoring of e-commerce platform
- Research new products trend.
- Leverage SEO tool to continually asses overall website performance.
- Assist in customer journey map and provide after sales services.

Senior Sales Representative

Right Surface / 2016 - 2018

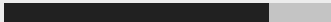
- Developed customer relationships with more than 100 local architect and wood works companies.
- Manage client accounts, generate leads and close deals.
- Organize meetings and appointments to promote company services.
- Generate key monthly reports for sales performance.

REFERENCES

Available upon request

LANGUAGE

English



French

