



KARIM MOHTAR

LAW - FASHION BUSINESS - MARKETING AND CONTENT CREATION

EDUCATION

BACHELOR OF LAWS

Universidad de Falcon
Bachelor Degree
Punto Fijo, Venezuela - 2016

FASHION BUSINESS

Saint Joseph University - ESMOD
Certificate
Beirut, Lebanon - 2021

INTERNATIONAL MARITIME LAW

Universidad Jose Antonio Páez
Diploma
Valencia, Venezuela - 2017

INTERNATIONAL AFFAIRS

Venezuelan Association for the UN
Diploma
Caracas, Venezuela - 2018

BUILDING A UNIQUE CUSTOMER EXPERIENCE

Tamayyaz
Certification
Beirut, Lebanon - 2019

SUPERVISORY SKILLS

Tamayyaz
Certification
Beirut, Lebanon - 2020

SMALL AND MEDIUM-SIZED ENTERPRISES TRAINING PROGRAM

The Social Hub
Certification
Beirut, Lebanon - 2020

INFORMATION

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🏠 Beirut, Lebanon
📅 Sept 30, 1996

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SUMMARY

A creative and motivated professional with a degree in Law, passionate and certificated in Fashion Business. Experienced in Marketing, Management, Visual Merchandising, Copywriting, Content Creation and Social Media Direction. Fluent in English, Arabic and Spanish.

WORK EXPERIENCE

GRECA TRAVEL

Copywriter and Content Creator | Jul 2021 - Present | Athens, Greece

- Collaborate closely with the marketing team to create campaigns for our target audience.
- Research specific information about trends to develop quality content and blogs in English and Spanish.
- Design innovating infographics using Adobe Suite applications.
- Improve SEO and follow up the eCommerce performance using tools such as Google Analytics and Google Search Console.
- Creation of videos for Youtube channel.

EVERYTHINK

Operations Manager, Marketing and Social Media Director & Content Creator | Oct 2018 - Jul 2021 | Beirut, Lebanon

- Supervise the operations in all the points of sales in Lebanon, including physical branches (ABC Achrafieh, & Verdun, City Centre, Araya) and online platforms.
- Operate and manage the Key Performance Indicators to optimize the Customer Experience.
- Create marketing campaigns in social media, such as research of influencers, special promotions, targeting a specific group of persona.
- Create entertaining material to be expressed through social media or implemented in-store. Organize photoshoots, videos, and infographic material. Supervise the Visual Merchandising of the products.
- Daily online community management (+26K followers), receiving and processing orders.

SIKASOK

Operations and Community Coordinator | Jan 2021 - Aug 2021 | Beirut, Lebanon

- Work closely with the marketing team to produce interesting content for the customers.
- Support in the supervision of Warehouse and Factory processes.
- Orders fulfillment and research for local and international expansion opportunities. Organize and deal with exhibitions, events, and suppliers.
- Production of photoshoots, working closely with the design team to deliver quality material.
- Brainstorm about creative marketing promotions to generate awareness and engagement with the community (+25,5K followers)

PERSONAL SKILLS

Creative spirit
Reliable and professional
Organized
Time management
Fast learner
Motivated
Microsoft Office
Adobe Creative Cloud
Photography
Fluent in Spanish, English and Arabic

HOBBIES

Photography
Arts
Culture
Travel
Design
Sports

CRIMINAL COURT OF FALCON STATE

Criminal Clerk | Feb 2017 - Dec 2017 | Beirut, Lebanon

- Direct assistance to the judge and lawyers.
- Execution of Oral hearings, attesting and receiving documents.
- Full administration of the Court.
- Offer customer service

CENTER OF LAWYERS GROUP

Legal Assistant | Jul 2016 - Jan 2017 | Beirut, Lebanon

- Direct assistance to the judge and lawyers.
- Execution of Oral hearings, attesting and receiving documents.
- Full administration of the Court.
- Offer customer service

OTHER EXPERIENCE

BRUNOS FOOD TRUCK

CEO | Mar 2018 - Aug 2019 | Beirut, Lebanon

PLAYERS SPORTS BAR

Operations Manager - Co Founder | Aug 2017 - March 2018 | Coro, Venezuela

SPANISH PRIVATE TUTORING

Freelance | Beirut, Lebanon

COMMUNITY MANAGEMENT AND COPYWRITING

Freelance