

KHALIL MEHIO

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Education

Sep. 2015
Jul. 2019
Beirut, Lebanon

American University of Science and Technology

B.S. in Marketing and Advertising, Minor in Digital Marketing

Relevant Courses: Media Planning, Digital Marketing, SEM, SEO, Sensory Branding, Project Management.

Senior Project: Rebranding for Dbaiibo Resto and Café in Beirut.

Experience

Jan. 2020
Jun. 2020
Dubai, UAE

Socialize, Digital Media Specialist

- Daily set up and optimization of campaigns across social media platforms and AdWords.
- Analyzed the performance of campaigns and implementing tactical changes to improve the KPIs.
- Regularly updated internal process and documentations.
- Developed strategic media plans to meet the marketing objectives of the clients.
- Kept the direct manager up to date on workflow and project details.
- Contacted support suppliers frequently to get recent updates and recommendations for optimizations.
- Maintained client budgets and media estimates as well as working closely with finance team.
- Produced weekly, monthly, and quarterly client facing reports.

Clients: Volkswagen, Sony, GEMS, Switz, Capilano Honey, Boehringer Ingelheim, ELC toys, Mediclinic, Bioderma, Ahmad Tea

Oct. 2019
Nov. 2019
Dubai, UAE

Socialize, Intern – Digital Media Planner

- Administred digital media campaigns tied to social media platforms.
- Worked with senior digital planer on campaign strategy, implementation and delivery.
- Kept daily track and monitoring promoted content.
- Prepared monthly and quarterly reports for clients.
- Reported back to managers on aspects of performance.

Sep. 2018
Sep. 2019
Beirut, Lebanon

Sons of Khaled Mehio, Part-time Indoor Sales

- Provided customers with technical product information.
- Conducted daily B2B cold-calls.
- Acted as the store cashier, took payments from customers and created sales invoices.
- Provided customers with technical product information.

Sep. 2015
Jan. 2016
Beirut, Lebanon

Heskat, Part-time Outdoor Sales

- Developed close customer relations through on-site and customer visits.
- Dealt with all incoming customer inquiries.
- Delivered required products.

Extracurricular Activities

Irshad & Islah Association

- Social media specialist and media department coordinator.
- Supervisor at Ghadi's Summer Camps.

New Breath NGO

- Logistics coordinator.

Languages

- **Arabic:** Native
- **English:** Fluent (writing, reading and speaking)

Certificates

- Certificate in Digital Marketing by EDU Pristine.
- Certificate in Microsoft Office by ICDL.

Skills

MS Applications, Facebook Ads, Twitter Ads, Snap Ads managing, LinkedIn Ads, Google applications, Teamwork, Time Management, Flexibility.