



# MOHAMMAD TABESH

DIGITAL MARKETING & SOCIAL MEDIA  
SPECIALIST






## PERSONAL PROFILE

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Passionate social media and digital marketing practitioner with more than 2 years of experience in digital advertising and content management.

## CONTACT

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-  El-Horj, Toufic Hibri Street, Katerji Building, Second floor
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-  /mohammadtabesh
-  <https://bit.ly/2H9bkb1>

## LANGUAGES

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- Arabic - Native tongue
- English - Advanced knowledge
  - IELTS: 7.5/9

## WORK EXPERIENCE

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### Eastline Digital, Digital Marketing & Social Media Specialist

OCT 2019 - AUG 2020

- Ensure quality control on social media content scheduled by the clients' marketing executives according to a standard operations procedures
- Create online and offline activations
- Oversee clients' social media presence on social media channels
- Coordinate with the design department to deliver creative assets
- Measure KPIs and generate monthly reports with recommendations
- Monitor clients' competitors and provide recommendations for constant improvement
- Collaborate with team members to deliver pitches for potential prospects in a timely manner
- Launch, monitor, and optimize campaigns on various digital advertising platforms
- Prepare media plans for upcoming advertising campaigns

### Ipsos, Freelance Translator

JUL 2018 - OCT 2019

- Read through material written in Arabic language and convert it into English language while maintaining original context and meaning
- Translate a variety of documents including research, technical, educational, and commercial material
- Proofread, edit, and revise translated material
- Refer to various references such as dictionaries and computerized terminology banks as needed
- Follow ethical codes that protect the confidentiality of information

## EDUCATION

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### **Bachelor of Business Administration - Marketing, Lebanese International University**

SEP 2015 - JUN 2018

- Dean's Honor List
- GPA 3.39

### **Baccalaureate II - Life Sciences, Makassed Ali Ben Abi Taleb**

SEP 2012 - JUN 2014

## DIGITAL SKILLS

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- Facebook Ads Manager
- Twitter Ads
- Google Ads
- Google Analytics
- Facelift and Facelift Cloud
- Hootsuite, Schedugram
- Microsoft Office, Adobe Suite

### **Strive Middle East, Automotive Editor**

DEC 2018 - JUL 219

- Compose articles and publish them on the automotive website
- Proofread and edit articles written by freelancers
- Verify facts, dates, and statistics using standard references
- Develop content ideas considering audience appeal and ongoing trends
- Schedule and post website content on social media platforms in an appealing manner considering peak hours
- Collaborate with graphic designers to push engaging and informative content on social media channels
- Launch, monitor, and optimize campaigns on Facebook Ads Manager
- Collect insights through Google Analytics and develop content strategies accordingly

### **Makhzoumi Foundation, Enumerator**

APR 2018 - MAY 2018

- Conduct an annual survey assessing the situation of registered Syrian refugee households to identify situational changes and trends
- Fill out questionnaires based on the answers given by the beneficiaries
- Fill out the observations for potential referral to UNHCR or other partners for follow up

### **Exclusive Management, Telesales Agent**

APR 2016 - SEP 2016

- Promote a service to a specific market segment
- Emphasize the service's benefits in return for value from prospects
- Acquire contact information from clients and prospects in order to increase sales calls
- Carry out post-sales activities to retain clients
- Evaluate and monitor overall customer satisfaction

## CERTIFICATES

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- **Google, Google Ads Video Certification**  
APR 2020 - APR 2021
- **Google, Google Ads Display Certification**  
MAR 2020 - MAR 2021
- **Curtin University, Reputation Management in a Digital World**  
NOV 2018
- **Curtin University, Digital Branding and Engagement**  
OCT 2018

## PERSONAL SKILLS

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- Thorough and extensive research
- Good presentation skills
- Meticulous and detail-oriented
- Proper planning and time management to ensure meeting deadlines
- Working under pressure and handling multiple tasks