

Richard Salhab Jawhar

PROFESSIONAL EXPERIENCES

2017 – Present: **Digital Media Specialist – Content Marketing – Bank of Beirut**

- Planning, creating and implementing marketing strategies
- Optimizing copy and landing pages for search engine optimization
- Managing campaign expenses, staying on budget, estimating monthly costs and reconciling discrepancies
- Managing Bank of Beirut's web content and ensuring the website's continuous functionality
- Generating, reviewing and publishing web and intranet pages
- Building brand awareness through paid and organic digital presence on social media channels, search engines, and pay-per-click networks

2017 – Present: **Product Manager - Travesio**

2013- 2016: **Social Media Digital Manager - Promofix Media**

- Developing and implementing social media strategies across various platforms
- Leading an IT team of 12 technicians
- Preparing systematic reports of projects progress and ensuring that all posts successfully resonate with target audience(s)
- Reinforcing knowledge and experience in You Tube, Google Display Network, Paid search
- Handling projects with technologies : PHP, Java, ASP, DHTML, Flash, Flash Generator, Shockwave, SQL Server, Oracle, Progress databases' while being familiar with HTML, browser capabilities, back end integration issue & image formats; and able to work on web site production Windows, MacOS, and UNIX

2009 - 2013 **Support and IT Manager - A2A Production**

- Monitoring and approving work of A2A Clients with the appropriate surveys' ports
- Preparing systemic reports of work progress and status as well as various clients' reports
- Utilizing social media strategy and marketing, digital relationships and creative development to achieve client satisfaction
- Determining and developing best practices for web community, blogging, editing, online messaging and leveraging social networks

2007-2008 **Training Sessions - Formatech**

2004-2007 **Lab assistant - Holy Spirit University of Kaslik**

ACADEMIC EDUCATION

2003-2009	BA degree in Computer Communication Engineering (CCE) Holy Spirit University of Kaslik (USEK)
2002-2003	High School Diploma in General Science Collège des Soeurs du Rosaire, Kornet El Hamra

WORKSHOPS & TRAININGS

2017	Understand Marketing Principles – Digital Marketing #1 E-learning Course – Bank of Beirut
2018	Certified Digital Marketing Analyst Lebanese American University

ADDITIONAL SKILLS & KNOWLEDGE

- Computer Languages DFP, OpenX, Java, JavaScript ,Oracle, Html,Xhtml
- PhotoShop, Animation, Data Base, Network Administration and Security, Flash
- Microsoft Office Suite

<u>LANGUAGES</u>	Good working knowledge of English, French and Arabic
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<u>ACTIVITIES</u>	Executive Member at “ Green Projects Association “
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<u>HOBBIES</u>	Basketball, Football, Tennis, Swimming and Ping Pong
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