

Jack Estephan

Digital Marketer

A mid-level experienced marketer that started with offline marketing and followed the fast evolving world of digital marketing. An analytical mindset, good in reporting.



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Naccache - Antelias, Lebanon

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WORK EXPERIENCE

Digital Marketing Freelancer

We Makeit S.A.R.L

09/2016 – Present

Hazmieh

Achievements/Tasks

- Overseeing and managing digital projects and giveaways.
- Developing and monitoring campaign budgets.
- Planning and managing social media platforms.
- Working and brainstorming new growth strategies.
- Reporting to the clients marketing overall performance.

Marketing Manager

Victoire Insurance Company S.A.L

01/2014 – 01/2019

Badaro

Achievements/Tasks

- Identified, designed, and implemented marketing strategies (Offline/Digital).
- Performed market studies by targeting competitors rates and premiums.
- Planned and managed social media platforms.
- Developed, monitored and analyzed campaigns budgets.
- Implemented the company's digital vision.

Co-Founder - Marketing Administrative

D-vision8 S.A.R.L

06/2011 – 12/2013

Antelias

Achievements/Tasks

- Established the legal and financial aspects of the company.
- Developed the work frame and skeleton of the "Food Book" menu project.
- Collaborated with the Art Director on the digital framework of the company.

Account Executive

Libano Suisse S.A.R.L

10/2008 – 04/2011

Beirut

Achievements/Tasks

- Interfaced, ensured support and issued standard insurance offers to clients.
- Monitored and controlled clients performance and loss ratio.
- Supported the Direct Sales Dept. (renewal, cancellation, claims, collections and new business).

Assitant Project Coordinator

AXA Middle East S.A.R.L

05/2007 – 10/2008

Jal El Dib

Achievements/Tasks

- Co-Handled the "Academia" project account.

EDUCATION

Digital Marketing - Nano Degree

Udacity Online Institution

08/2018 – 12/2018

USA

BA in Marketing

Sagesse University

02/2005 – 07/2008

Beirut

SKILLS

Marketing Channel Expertise



Paid Search/Social Media Ads expertise



Creative and analytical abilities



Google Analytics



SEO's, Meta elements and keywords



Sales skills



TRAINING AND CERTIFICATIONS

Internship in Digital Marketing

FP7 McCann

04/2019 – 07/2019

Beirut

Guru Selling Seminar

Young Urban Professionals

The teamwork and team building Seminar

Wydner Coaches

Chief / Secretary / Treasurer

Scout Du Liban

09/2000 – 07/2015

Lebanon

INTERESTS



Sports Passionate



Music Fanatic



Cinephile



Local Tourism & Camping



Reading