

JOHNNY EL ALAM

SOCIAL MEDIA EXECUTIVE - COPYWRITER

PROFESSIONAL BIO

A highly self-motivated social media executive with extensive experience in implementing effective online marketing strategies.

WORK WITH ME!

26 October 1995
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ACADEMIC BACKGROUND

Lebanese University

Masters in Digital Media

Lebanese University

Masters in Corporate Communication

Annahar Academy

Social Media Certificate

Lebanese University

Bachelor in Advertising and Public Relations

Lycee de Jounieh

High School

MSAS

Elementary and Middle School

PROFESSIONAL SKILLS | QUALIFICATIONS

- Excellent interpersonal skills, with the ability to influence, motivate, and lead a team
- Creative mindset with close attention to detail
- Proficiency in strategic planning and execution
- Adaptability
- Community engagement and management aptitude
- Copywriting skillset
- Constantly attending workshops and participating in online courses (Facebook Blueprint, Google Garage, Udemy, Coursera and many others)

CAREER SUMMARY

Social Media Manager | Copywriter

McGRAfi | June 2018 - Present

- Designing and implementing social media strategies to align with business goals
- Creating and managing promotional strategies
- Developing content calendars in collaboration with the design team
- Setting new monthly objectives and reporting ROI
- Community management
- Crafting original, clear and creative scripts for websites, print and social media

Social Media Manager | Copywriter

Keplerwood | October 2016 - June 2018

- Launched the brand from scratch, leading it to unpredictable success in a short period of time
- Developing yearly social media strategy and monthly tactics
- Planning and implementing promotional budget
- Creating content calendars to boost organic reach through collaborating with internal stakeholders
- Engaging in community conversations and providing answers to target audience
- Developing benchmark metrics to measure ROI
- Analyzing and evaluating social media campaigns and strategies
- Reporting on effectiveness of campaigns

Social Media Executive | Copywriter

CLIC Agency | January 2016 - June 2018

- Planning, developing and implementing effective online campaigns in accordance with businesses' goals and vision
- Conducting market research, competitor analysis and customer surveys
- Collaborating with stakeholders to fully understand briefs, desired outcomes and how ROI will be assessed
- Handling promotional budget and effectively implementing promotional tactics
- Reviewing and tracking the effectiveness of campaigns, providing detailed ROI analysis reports and suggesting post campaign changes
- Building communities while exploring opportunities to further enhance customer relationships