

EDDY NADER

Marketing, Communication & New Media

📍 Dubai, UAE

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CERTIFICATIONS

- Digital Marketing Professional - DMI institute, Dublin, Ireland
- Content Marketing - HubSpot Academy
- Artificial Intelligence Fundamentals - Coursera
- Mobile Apps Analytics fundamentals -Google.

TRAININGS

- Media Analysis - Quantum Lebanon
- Strategic Leadership Thinking - ESA BUSINESS SCHOOL, Lebanon.
- Campaigning Strategies - NATIONAL DEMOCRATIC INSTITUTE, Lebanon

EDUCATIONS

- MS In Marketing & Communication - ESA Business School - ESCP Europe
- BA In Business Administration - Antonine University, Baabda, Lebanon

LANGUAGES

Arabic, English & French

SKILLS

Artificial Intelligence



Building Ai projects & Teams | Workflow of machine learning & data science

Google Products



Adwords | Adsense | Admob | Analytics | Ads Manager | Youtube CMS

Microsoft Office



Excel | Word | Powerpoint

Summary

Marketing, communication and new media expert with more than 9 years of experience in leading and executing digital marketing and communications campaigns and strategies. Certified digital marketing professional with a passion for digital technologies. Dedicated and organized, quality and results oriented with very good communication and negotiation skills. Confident in working as part of a team or individually.

Work Experience

Jan 2020 - Present

Digital Advertising Consultant Lebanon24.com

- Planning various digital advertisements for the news portal
- Advising on content marketing strategies
- Advising regarding web development and UX
- Communicating with media agencies and clients to nurture the value of services
- Using optimization tools to set up campaigns for top performance

2017 - 2020

Communication & Digital Marketing Expert INFLULABS | Beirut, Lebanon

- Key accounts managed: Fleets app, Avisaine, City Outlet Stores
- Creating, planning, and executing digital marketing strategies including SEM, SEO, Social Media Marketing, Email marketing and display advertising campaigns.
- Measuring & reporting digital marketing campaigns performance through specific metrics, KPIs & ROIs.
- Brainstorming new innovative ways to communicate messages.
- Developing and executing integrated communications strategy

2016 - 2017

Digital Media Manager

Wetpaint MENA | Beirut, Lebanon - Dubai, UAE

- Key accounts managed: Cortina, Axiom.
- Managed & helped the team develop all content for client's social media
- Supervised the creation of calendars for all social media activity.
- Supervised the engagement on social networks.
- Provided weekly & monthly reports detailing growth.
- Conducted competitive analysis & target audience analytics.
- Reported on the effectiveness of content & digital campaigns.
- Developed digital strategies for potential & existing clients.

2014 - 2016

Digital Media Planner

MTV | Beirut, Lebanon

- Monetized all digital platforms including YouTube channel, Website & mobile application.
- Planned, settled and monitored the campaigns on the Ad server in coordination with the creative and technical departments.
- Achieved annual target through direct sales across company owned digital platforms.
- Implemented Digital Advertising campaigns.

2013 - 2014

Social Media Account Manager

Egnyt | Beirut, Lebanon

- Key accounts: Natuzzi Furniture, Bekhazi Medical Group, Brei Development, Makhsoom E-Commerce
- Prospected, consulted with, and closed local merchants on online marketing strategies and digital media solutions.
- Managed the running of social media campaigns.

2010 - 2013

Webmaster & Social Media Executive

MTV | Beirut, Lebanon