

Wassim El Zayed

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Objectives

To share, develop, and employ my skills effectively in a creative environment that understands the notions of trends, values the effectiveness of communication and media, and strives relentlessly towards better achievements and growth

EXPERIENCE

Mawlali , Lebanon — Freelance Digital Marketing Strategist

January 2019 - PRESENT

Develop marketing strategies for the Mawlali's Projects

Adham Nabulsi's Manager, Lebanon — Artist Manager

August 2018 - May 2019

- Managing Adham's business
- Creating a release strategy
- Analyzing the digital insights

Boradband TV, Canada — Social Media Strategist

August 2016 - August 2018

- Create a digital Strategy for BBTV Arabi targeting the Arabic market.
- Contacting the YouTube bloggers/ Celebrities/ Influencers for a
- YouTube sessions
- Representing BBTV in MENA region
- Consulting BBTV partners for their online channels

Endemol, Lebanon — Social Media Specialist

August 2015 - July 2016

- Implementing the company's strategy for Star Academy Season 11
- Creating interactive content to increase our audience on social platforms
- Analyzing our digital insights
- Claim user generated content through our YouTube CMS

SKILLS

Multimedia content creation (Arabic & English editorial skills).

•Online communication and networking via social media platforms

Strong time management skills (including the ability to manage tasks concurrently)

Digital Strategies for Agencies

•Follow up with clients

•Diffusion of information

•Analyzing target audience and its online behavior

•An eagle eye for details & detecting errors

•Highly capable in integration between academic and practical skills

•Ability to work under pressure

•Ability to work individually or as a team member

Bluehat, Lebanon — E-commerce & Insights Analyst

February 2015 - February 2016

- Collecting the online data and analyze it to make sure that our client's digital activities are on track.
- Implementing the yearly digital strategy.
- Working on the e-commerce for an online boutique in KSAMS

Vinelab, Lebanon — Audience Development Manager

January 2013 - June 2015

- implement the digital strategy, as well as, oversee the management and the successful development of the client's presence on multiple social media channels. I was also in charge of compiling strong content strategies that parallel the yearly digital strategy to ensure consistency in tone of voice and build a strong audience around the brand. and also contributes to the ideation, conception, development, maintenance, optimization and reporting of social media campaigns in a collaborative, cross-discipline team environment.

EDUCATION

AUL -Arts, Sciences & Technology University In Lebanon, Lebanon — B.A in MArketing

2009 - 2012

PROJECTS

Mocharaktak Trabhak — Lebanese Artist Ragheb Alama

2013

Abla Fahita — Egyptian Program

2014

Star Academy Season 11

2015

Meshtaa' - Shedni Ghmorni - Howeh El Hob — Music Videos for Adham Nabulsi

2017 - 2018

Al Mutallaka — Music Video for Carole Samaha

2019

AWARDS

2016: Social Media (Middle East Media – London)

2014: Audience Growth Certification (YouTube)

2012: English Certificate (Garnet Education- UK)

2011: Monitoring, Training and Volunteering (Hariri Foundation)

2008: English Certificate (Beirut Arab University)

LANGUAGES

English - Arabic