

SAID KMEIRA

OBJECTIVE

Market-oriented, intelligent, organized, and motivated is seeking a management position in an effort to utilize years of experience to fulfill the company's strategic requirements.

Experienced in social media, content development, and project management, identifying trends, engaging users and increasing brand awareness through unique and innovative marketing strategies and campaigns.

PROFESSIONAL WORK HISTORY

LANCASTER TAMAR HOTELS - BEIRUT - LEBANON

Marketing Manager

July 2016 – Present.

RIVIERA HOTEL & BEACH LOUNGE – BEIRUT - LEBANON

SENIOR MARKETING EXECUTIVE AND SENIOR GRAPHIC DESIGNER

July 2014 – June 2016

WIND CHIMES DESIGNERS WORKSHOP - LOS ANGELES - USA

April 2014

ART EXHIBITION AT THE PEACE PROJECT - CULVER CITY -LOS ANGELES - USA

March 2014

MINISTRY OF INTERIOR AND MUNICIPALITIES – BEIRUT - LEBANON

Election department

October 2011 – May 2014

SIMPLICITY ADVERTISING AGENCY - KHALDEH - LEBANON

Art Director

January 2013 – December 2013

PHOTO NASSIR STUDIO – ARAMOUN - LEBANON

Photographer

January 2011 – December 2013

MODERN PRINTING CENTER - BEIRUT - LEBANON

Graphic Designer

May 2010 – November 2010

DOCULAND - BEIRUT - LEBANON

Graphic Designer

December 2009 – May 2010

SKILLS	<p>Developing strategies and tactics to boost the company's reputation and drive qualified traffic.</p> <p>Deploying successful marketing campaigns from ideation to execution.</p> <p>Experimenting with various organic and paid acquisition channels.</p> <p>Commercial awareness and business acumen.</p> <p>Communication and interpersonal skills.</p> <p>Customer-facing problem solver.</p> <p>Ability to think strategically.</p> <p>Work with advertising agencies in order to produce marketing materials.</p> <p>An eye for detail.</p> <p>Analytical skills to evaluate marketing campaigns.</p> <p>Public relations.</p> <p>Events management.</p> <p>Product development.</p>
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EDUCATION	<p>IUL, BEIRUT, 2010</p> <p>Holding a bachelor degree in communication arts.</p> <p>ETSA, BEIRUT, 2006</p> <p>Holding a bachelor of technology in interior design.</p>
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COMPUTER LITERACY	<p>Microsoft Office and PowerPoint.</p> <p>Content Management Systems (CMS) and Customer Relationship Management (CRM)</p> <p>Adobe Photoshop and Social media</p> <p>SEO, PPC & analytics</p>
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LANGUAGES	<p>ARABIC</p> <p>Native</p> <p>ENGLISH</p> <p>Professional working proficiency</p> <p>FRENCH</p> <p>Elementary proficiency</p>
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HOBBIES AND INTERESTS	<p>Traveling, diving, drawing, yoga, Fitness, reading and researching.</p>
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