



NOUR BCHENNATY

CERTIFIED DIGITAL MARKETING SPECIALIST

WORK EXPERIENCE

Digital Project Executive - Full Time Employee

Hovi Digital Lab | Aug 2020 - Present

- Preparing action plans and resources for SMarketing projects
- Researching market trends & Analysing target behaviours to optimise marketing strategies
- Segmenting & Augmenting leads via lead mining tools
- Creating & Enhancing paid campaigns across Google and Social Media channels
- Preparing & Launching email outreach campaigns via marketing automation tools
- Building Saas websites frames & Performing on and off-page SEO
- Tracking & Analysing web performance and suggesting solutions to improve user experience
- Setting up clients' CRMs and sales enablement tools
- Conducting client trainings on all SMarketing aspects

Industries worked with:

- Sports Management Software
- Luxury Jewellery
- Telephony Software
- Online Marketplace Software
- Luxury Real Estate
- Asset Management Software
- Online Learning Application
- E-Sports Platform

Clients Base located in:

- United Arab Emirates
- Saudi Arabia
- Canada
- USA
- Lebanon

Business Consultant - Intern

Lyst Technologies | June 2020 - Aug 2020

- Determining & Analysing business's needs and processes
- Diagnosed ERP system's inefficiencies
- Recommending & Implementing technical solutions for clients based in Africa & GCC
- Producing detailed reports and documentations

Digital Marketing Coordinator - Intern

Morgan International | Aug 2019 - Dec 2019

- Creating email content via Morgan's CRM & scheduling emails via Mailchimp for promoting professional certifications and events across MENA region
- Producing Social organic content region across different platforms
- Extracting & Analysing data to optimise engagement and nurture leads.

EDUCATIONAL HISTORY

Certified Digital Marketing Specialist - Social Media

Digital Marketing Institute | Dublin, Ireland | May 2021

Graduate No. LB-MOR-185655

Bachelors in Business Administration

Haigazian University | Beirut, Lebanon | Dec 2019

High School Diploma

Dar Jana International School | Jeddah, Saudi Arabia | June 2015

CONTACT



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<https://www.linkedin.com/in/nour-bchennaty/>

HARD SKILLS

- Microsoft office
- Wrike
- Hubspot
- Wordpress
- Divi
- Figma
- Fullstory
- Databox
- Autopilot
- MailChimp
- Social Paid Ads
- Google Ads
- Google Tag Manager
- Google Analytics
- Google Optimize
- Semrush

SOFT SKILLS

- Project Management
- Leadership
- Analytical Thinking
- Risk Management
- Time Management
- Creative Thinking
- Team Building
- Adaptability

CERTIFICATIONS

- Sales Enablement - Hubspot (2020)
- Email Marketing - Hubspot (2020)
- Inbound Marketing - Hubspot (2020)
- Google Analytics - Google (2020)
- Fundamentals of Digital Marketing - Google (2020)