

Personal

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Address

Badaro 5

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Phone number

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Email

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Date of birth

26-12-1998

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Nationality

Swedish

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LinkedIn

http://linkedin.com/in/rayan-kesserwan-053489182

Languages

English

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Arabic

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Swedish

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Work experience

Brand and Content Marketing

Feb 2020 - Jul 2020

Imkan, Abu Dhabi

- Analyzing our brand situating and buyer insights
- Helping shape and communicate our vision and mission
- Translating brand components into plans and go-to-market methodologies
- Analyzing competitors’ content, messaging, and selling tactics
- Identifying the target audiences and their key demographics, interests, and online behavior
- Creating surveys to the current customers to understand and validate strategic and tactical decisions
- Keyword research
- Research to define appropriate subjects and topics.

Digital marketing

2019 - 2020

Mindset, Lebanon

- Plan and execute all digital marketing, including SEO/SEM, marketing database, email, social media and display advertising campaigns
- Design, build and maintain our social media presence
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
- Identify trends and insights, and optimize spend and performance based on the insights
- Brainstorm new and creative growth strategies

Social media marketer

2018 - 2019

Blossom and Blooms, Dubai

- Creating content, including text posts, video, and images for use on social media
- Promoting products, services, and content over social media, in a way that is consistent with an organization’s brand and social media strategy
- Interacting with customers and dealing with customers’ inquiries
- Developing new social media strategies and campaigns
- Managing a budget to be spent on promoting social media posts and pay-per-click (PPC) advertising
- Keeping track of data and analyzing the performance of social media campaigns

Education and Qualifications

Master's in International marketing

Sep 2020 - Aug 2021

Jönköping international business school, Jönköping

Bachelor of Science in Banking&Finance

Sep 2016 - Jul 2019

Lebanese american university, Lebanon

Skills

Microsoft word

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Powerpoint

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Adobe

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Excel

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