

Paul-Constantin Habis

Digital Marketer/Lead Generator

Interested in social media marketing, I am looking to put what I've learned to the test and continue to grow in the sector.

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WORK EXPERIENCE

Digital Marketer/Lead Generator Eweev

08/2018 – Present

Beirut, Lebanon

- Planning, setting-up, executing and reporting Google Ads campaign (search ads, display ads).
- Creating and implementing different marketing strategies for clients' accounts.
- Creating and executing a digital marketing strategy for the company to integrate a foreign market.
- Qualifying and generating leads for the company.
- Integration and usage of a CRM (Pipedrive) for the sales team, and creating sales materials for presentation purposes.
- Replying to call for tender for the public and private sectors.

Digital Marketing intern Eweev

05/2018 – 08/2018

Beirut Lebanon

- Content creator for different clients accounts on social media.
- Setting-up KPI reports on ads.
- Blog content creation being SEO friendly (meta tags, meta description, alt tags).
- Working on different SEO strategies for website optimization (net linking, on-page and off-page optimization).
- Content creation of Newsletters with A/B testing on Mailchimp.

Manager Movie Max

10/2011 – 08/2017

Beirut Lebanon

- Shop Manager.
- Direct contact with customers.
- Responsible of after sales and archives.

Trade marketing executive Fawaz Holding (Nexty)

03/2014 – 09/2014

Beirut, Lebanon

- Responsible for all the events sponsored by the company.
- Worked on provisioning supplier to optimize cost of sub-project (bar branding).
- Instructing promoters on how and what should be said during an event.

EDUCATION

B.A in Business Marketing Notre Dame University (NDU)

09/2011 – 12/2017

Beirut, Lebanon

SKILLS

Team worker

Interpersonal Skills

Meets Deadlines

Multi Tasking

Effective Communication

Analytical

Market research

Social Media Marketing

Strategic Marketing

Campaign Management

Content Creator

SEO

Google Ads

Google Analytics

Google Docs

Facebook Ads

Web CEO

LANGUAGES

French

Native or Bilingual Proficiency

English

Full Professional Proficiency

Arabic

Professional Working Proficiency

INTERESTS

Camping

Watching series

Social media trends