

MOHAMMED EL DAOUK

Professional Digital Marketer

PROFILE

Name

Mohammed Walid M. Daouk

Date of Birth

October 03, 1994

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LinkedIn Profile

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TOOLS & TECHNOLOGIES

- Microsoft Office
- Google Ad Words
- Google Analytics
- Google Tag Manager
- Google My Business
- Facebook Ads Manager
- Hotjar
- MailChimp
- Shopify
- HootSuite

SUMMARY

A professional, hard-working and detail-oriented marketer, specializing & developing in the vast world of digital marketing & online businesses. My previous work experience involved in developing, executing, and analyzing marketing tactics & automation to various digital marketing activities that range from customer awareness to customer decision making. Above all, always humbled and enthusiastic about working with a culturally diverse community.

JOB EXPERIENCES

APR. 2018

Anzimaty SARL



AUG. 2019

Kornish El Mazraa, Beirut

Digital Marketing Coordinator

- Create and manage online advertising campaigns.
- Manage client's online promotions, inventory, & shipping.
- Create and manage email marketing campaigns & automations.
- Optimize content for social networking accounts on Facebook and Instagram.
- Coordinate with graphic design on website optimization and social profiles.
- Be the main point of contact for all marketing requests, questions, and meetings.
- Analyze key performance indicators such as reducing bounce rates, or improving conversions.
- Undertaking regular analysis, weekly updates and reporting.

MAY. 2017

Dar El Kotob SAL - 53 Dots



JUL. 2017

Bchamoun, Mount Lebanon

Internship

- Research and data entry for various potential leads, and current prospects.
- Information clerk for some company bills, orders, and customer inquiries.

EDUCATION

2013 - 2017

Rafik Hariri University



Mechref, Mount Lebanon

Bachelor of Business

Administration in Marketing

LICENSES & CERTIFICATIONS

2019 - 2020

Google Certifications



- Fundamentals of Digital Marketing
- Google Analytics Individual Qualification
- Google Ad Words Search Certification
- Google Ad Words Display Certification

2019 - 2021

HubSpot Certifications



- Inbound Marketing Certified
- Email Marketing Certified