

## Contact

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(LinkedIn)

## Top Skills

Public Relations  
Marketing  
Market Analysis

## Languages

French (Native or Bilingual)  
English (Full Professional)  
Arabic (Native or Bilingual)

## Certifications

First Aid

## Honors-Awards

Diplome de Merite - CAT 5 /  
Deuxieme

# Ibrahim El Hajj Sleiman

Digital Marketing | Public relations | Analysis | Research, Monitoring & Analytics

## Summary

Hi and welcome to my LinkedIn profile, below is a short description about me :)

Passionate about all things marketing and technology, I'm a tech-savvy and intuitive guy with great ideas that serve to reinforce marketing efforts.

A professional with 4+ years of experience in Digital Marketing, Communication, Sales & PR, and 3+ years in Customer Service & Sales in a hospitality environment. I aim to assist in the formulation of strategies, which build lasting connections with people & organizations, coupled with planned and monitored Key Performance Indicators (KPIs).

I have experience in creating up-to-date creative strategies, setting goals and collaborating with designers & developers to produce content marketing.

My education & experience allowed me to gain excellent command of marketing efforts, planning, execution and optimization; including campaigning and the promotion of products and services through digital channels.

Along SEO efforts (keyword, image optimization etc.), I also create insightful digital marketing reports that serves to uncover marketing trends (Web analytics tools, Social Media & Third-Party platforms). I have launched optimized online adverts through Google Adwords, Facebook, and LinkedIn & Twitter to increase companies and brands awareness; also I gained proven experience in Digital Marketing with B2C, social media, Google Adwords and email campaigns and SEO/SEM, web analytics tools (e.g. Google Analytics).

My skills include Research, Analysis, Search Engine Marketing (SEO & PPC), Mobile Marketing, Email Marketing, Social Media Marketing

and Management, Interactive Platforms and Website Development management.

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## Experience

### Graphicshop

Digital Marketing & Public Relations Manager

October 2018 - November 2019 (1 year 2 months)

Beirut District, Lebanon

Responsible for clients' Digital Marketing & PR Activities, recommending best practices to CEO, CS Director & Head to Digital, providing standard accurate reports on status.

- \* Meet with clients
- \* Deliver timely reports on website performance & social media content, boosting & ads served
- \* Operate digital activities, suggest moderation action & crisis alleviation tactics
- \* Business Concept Creation & Formulation
- \* Digital platform monetization
- \* Organic Search Engine Optimization (SEO)
- \* Paid Search Engine Marketing (SEM)
- \* Copy-writing & visual concept elaboration
- \* Campaigns & Management from Concept to implementation
- \* Support all clients' digital activities
- \* Help Graphicshop enhance their existing digital presence
- \* Perform Quality Assurance (QA) on reports analysis

Skills: Digital Media, Consumer Behavior, Brand Awareness, and omni-channel Integrated Marketing, Marketing Campaigns.

### CARMA

2 years 4 months

Research Analyst

September 2017 - October 2018 (1 year 2 months)

Beirut District, Lebanon

Responsible for ensuring standard reports are delivered accurately and on time. Gather and document reporting requirements and manage the production of reports which may include, but are not limited to, financial and quality metrics:

- \* Deliver timely ad hoc and standard analysis reports
- \* Gather and document reporting requirements
- \* Maintain reports inventory
- \* Manage reporting change requests
- \* Work with process subject matter experts from each functional team
- \* Assist in designing insightful report views (excel-based or tool-based or dashboards)
- \* Provide regular and ad-hoc results interpretation to Carma management as requested
- \* Utilize data to identify trends and opportunities for improvement
- \* Work with team members and other stakeholders to identify opportunities to improve performance results as per best practices
- \* Perform Quality Assurance (QA) on own reporting analysis

Skills: Propose Business Improvements, Research, Proof-read, Data inspection, Data cleanse, Attention to details, Online Monitoring, Social Media Content, Sentiment evaluation, Coding, Translation, Narrative Writing

Industries reported on with a comprehensible analysis: Consultancy, Automotive: "Brand Management, Dealerships and Services", Governmental Communications, Non-Governmental Organizations, Charity Institutions, Tobacco Industry, Hospitality, Public Transportation, Energy, Business 2 Business products, and Consumer products.

### Social Media Executive

July 2016 - September 2017 (1 year 3 months)

Beirut - Lebanon

Operate within a team to alert the client in real-time of every negative feedback captured within 15 minutes of posting for 16 hours/day, 7 days/week. Conduct online research through data monitoring tools and search engines to uncover trends, statistics and stories; these may be about a specific event, such as an election, and/or mentions of a specific body, business or otherwise. Prepare a brief sheet for all mentions of the day in a report on Microsoft Excel by compiling information in an aggregated coded file.

Skills: Attention to details, Online Monitoring, Social Media Content, Sentiment evaluation, Coding, Translation, Narrative Writing/Synopsis.

Clients' Industries: Public Transportation, Governmental Institutions, Air Transport Brand Management, Banking, and Consultancy.

Created and edited training manuals and videos for the Social Media Department.

apps2you

Intern

September 2014 - September 2014 (1 month)

Hazmieh - Lebanon

Learning, design and create marketing documents such as brochures, ads, etc. for Public Relations purposes. Research marketing journals, digital trends and transformations and summarise them for the Marketing department.

MIDDLE EAST AIRLINES AIRLIBAN S.A.L.

Flight Attendant

April 2010 - June 2014 (4 years 3 months)

Beirut - Lebanon

Representing MEA in line with its Public Relations policies and procedures. Implement company guidelines to ensure passengers are safe, secure and satisfied with the overall service and communications on board Certified to serve in the cabins of Airbus's A330 – A320 – A321

Linfra Telecommunications

Technical Intern

June 2008 - August 2008 (3 months)

Beirut - Lebanon

Training on-site installment of BTS systems, feeders and radio frequency transmitters and receivers.

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## Education

Digital Marketing Institute

Professional Diploma in Digital Marketing, Digital Marketing · (2015 - 2016)

Lebanese International University

Bachelor's Degree, Business Administration with emphasis in Marketing · (2011 - 2016)

University Lille 1

Associate's Degree, EEA · (2005 - 2009)

Lycée Franco-Libanais Verdun

Baccalaureate, Physics and Chemistry · (1990 - 2005)