

ELIE IBRAHIM

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Citizenship: Lebanese
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WORK EXPERIENCE

HEED with might and main – Sales Development Representative Mar. 2023 - Present

- Generate prospecting lists of decision-makers in target accounts using various digital tools
- Book outbound meetings through cold calls, emails, social outreach, networking with ideal prospects.
- Respond, engage and qualify Inbound leads.

Hovi Digital Lab - Growth Hacker/Customer Acquisition Dec. 2020 – Feb. 2023

- Develop and execute growth strategies for B2B and B2C companies, which include lead generation, email marketing, and content marketing
- Manage, qualify and track Leads using ZoomInfo software to access a database of insights, intelligence, and intent data about companies and contacts used by B2B companies
- Conduct keyword research using Google ads and Semrush for multiple clients
- Propose new initiatives to attract prospects and convert leads, as well as experiment with new methods to capture current demand
- Develop and implement strategies to reach the target audience through various channels

Memac Ogilvy – Internship; Beirut, Lebanon Aug. 2018 – Sep. 2018

- Conducted initial research on competition and case studies relating to a corporate campaign requested by the client
- Developed brand content for clients' Social Media accounts

Development Office, LAU – Assistant; Beirut, Lebanon Sep. 2017 – Jun. 2018

- Represented the Development Office
- Followed up with Alumni students to collect funds for financial aids

EDUCATION

Lebanese American University, Beirut – Lebanon 2016 – 2020
Bachelors of Business Administration

Saints Coeurs Sioufi, Beirut - Lebanon 2000 – 2016
French Baccalaureate, Sociology & Economy

SKILLS

Languages: English (Fluent), Arabic (Fluent), French (Fluent)
Computer Skills: Microsoft Word, Microsoft Excel, Microsoft PowerPoint. (Proficient)