



Omar El Laham

A focused and hardworking young team player, bringing together an advertising degree and two years of experience in digital marketing and sales topped up by a Masters of Science in Digital Marketing emphasizing on the evolution of social media platforms.



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Education

- **MSc in Digital Marketing** 2018-2019
ESEI Barcelona Business School – Barcelona – Spain
- **Main courses:** Search Engines Optimization, UX/UI, Inbound Marketing, Social Media Marketing, Google Ads & Analytics.
- **Thesis:** The evolution of different social media platforms & influencers and how influencer's marketing is affecting millennials.
- **BA in Communication Arts and Advertising** 2014 – 2016
American University of Science and Technology (AUST) – Beirut – Lebanon
- **BA in Advertising and Marketing (First Year)** 2013 – 2014
Université Saint-Joseph (USJ) – Beirut – Lebanon
- **Lebanese Baccalaureate (SE-French)** 2007 – 2013

Work Experience

- **Digital Marketing Intern** – *Depot Lab* – Barcelona–Spain 2018
 - Social media presence.
 - Checking analytics and reporting account manager.
 - Different lists (competitors, insights, tips...).
 - Updated the social media schedule.
- **Social Media Executive** – *IDC*–Beirut – Lebanon March– Aug. 2018
 - Researched client's profiles and business focus.
 - Implemented social media schedules.
 - Handled different social media accounts.
 - Created social media strategies & assisted in pitching to win new business.
 - Realized account's presentations.
 - Coordinated with creative department.
- **Internship Client Servicing**– *JoeFish*– Beirut– Lebanon July 2017
 - Assisted the Lead Designer in social media ads.
 - Implemented social media schedules in Arabic and English.
 - Assisted account manager in managing client's needs.
 - Attended meetings with the creative department.
- **Sales and Marketing**– *Tapis Lahham*– Beirut – Lebanon 2016 – 2018
 - Implemented sales plans, identified sale possibilities and consistently met the sales goals as planned.
 - Analyzed the market's potential and generated new business.
 - Planned marketing events and participated in trade shows and conventions.
 - Achieved sales target and contributed to the store's overall success.

Computer Skills:

Adobe Suite: Photoshop, Illustrator, InDesign, Aftereffects, Flash Player & Muse.

Microsoft Office & Google AdWords

Languages: Hobbies:

French: Native .

Arabic: Native.

English: Fluent.

Camping, Travelling, Photography, Table Tennis, Blogging & outdoor activities.

Community Involvement:

Scout Leader – *Lebanese Scout Association*
Beirut– Lebanon 2010 - 2018

Event Planner– *Lebanese Autism Centre*
Beirut – Lebanon 2012 – 2014

Interpersonal Skills:

Excellent communication & negotiation

Positive, sociable & adapts rapidly

Solid presentation & writing skills