

ZIAD ASHKAR

Beirut, Lebanon

ziad@ziadashkar.com

+961 71 199472



PERSONAL PROFILE

A social butterfly with a passion for storytelling and content creation.

Having worked in several industries from tobacco and alcohol to automotive, arts, and entertainment, I was able to get a grasp on consumer behavior and how the latter consumes data and content on both digital and traditional platforms.

My side hobbies and practices include creating content on Facebook, Instagram, and YouTube for personal and business purposes.

I am a very skilled public speaker with extensive knowledge of the digital world we live in and I am constantly looking for new challenges in my career.

SKILLS & COMPETENCIES

Microsoft Office (Word/
Excel/ PowerPoint)
Adobe Photoshop
Adobe Illustrator
Adobe Premiere Pro
Facebook Spark AR
MailChimp
HootSuite
Canva

EDUCATION

AMERICAN UNIVERSITY OF BEIRUT

Bachelor of Arts in Business
Administration, Marketing

Graduated in May, 2015

VOLUNTEER WORK

Entertainment Team Leader

AUB Outdoors | Nov 2014 - May 2015

Lead a team of 70 student volunteers who worked on planning the two-day schedule for the event's on-stage and offstage entertainment that hosted more than 50 different performances

Identified and auditioned more than 150 local talents to be performing in front of 24,000 event attendees

LANGUAGES

Arabic: Native
English: Advanced
French: Beginner

EMPLOYMENT HISTORY

MARKETING & PR LEAD

deeliz.me | Mar 2019 - Present

- Developed an online marketing strategy through our social media platforms to efficiently and effectively target the platform's audience that lead to an average of 500 downloads per month as well as make it the #1 Trending Lifestyle app on the App Store & Google Play
- Created photo and video content to be posted on our various Social Media platforms
- Recruited 15 university brand ambassadors from 7 different universities to represent the brand among their networks
- Rollled out a 1-month digital campaign in the Beirut market with a very minimal budget in the pre-launching phase of the platform and managed to get 850+ pre-registrants in just 1 month

TALENT MANAGEMENT

Marc Hatem | Mar 2018 - Mar 2019

- Co-created and curated the content to be shared on the artist's social media accounts (Instagram, Facebook, YouTube)
- Signed various partnerships with local and international brands through existing relationships to increase Marc's exposure as well as his positioning and maintain impressions on his Instagram page at 1 million/week
- Booked performances at events and venues that match Marc's music career strategy and performing style
- Managed the publicity and media relations of the artist on both traditional mediums and digital platforms to ensure a minimum of 2 radio/ TV interviews per month and 2 million Facebook and Instagram page impressions
- Organized a first-of-its-kind Christmas concert at Beirut Airport which was covered by more than 5 regional TV channels

FREELANCE CONSULTANT

OralGen, Pharma Marketing & Solutions | Oct 2017 - Jan 2018

- Developed a PR campaign through targeting a group of 14 micro and 6 macro influencers who appeal to OralGen's audience for the launching of the product to increase brand awareness
- Worked on increasing UGC online and making it a "cool" brand
- Contributed to the sale of 560 kits from November till February generating \$44,800 in gross revenue in just 4 months
- Co-created video content with the brand's ambassadors to be shared on their Social Media platforms

Jaguar MENA - Art of Performance Tour | Sept 2017 - Oct 2017

- Created a viable and relevant list of 200+ guests to be invited to participate in Jaguar's Art of Performance Tour in Lebanon who ensured maximum coverage of more than 60,000 impressions on their digital platforms

PROJECT COORDINATOR/ MANAGER

TellTale Communications | Jun 2015 - Aug 2017

- Lead on the concept creation and execution of the official reveal of the Lamborghini Aventador S in Beirut
- Coordinated the briefing, design, and production of the first and only Tommy Dewar's Wagon in the world that received recognition from the global Bacardi Limited team
- Managed the operation and promotion of the Tommy Dewar's Wagon for 50+ activations and sponsorship opportunities that increased awareness on the different Dewar's whisky cocktails amongst legal-age drinkers
- Executed the Dewar's Scotch Egg Club and The Doers Club event series in Beirut to target millennials through digital influencers and industry leaders who showcased the "hip" and "cool" side of the brand
- Prepared the strategy and execution of Dewar's Live True 2.0 campaign in Lebanon by choosing industry leaders in the music and culinary fields and generating content on all digital platforms as well as television, radio, and OOH ads

MARKETING INTERN

Philip Morris International | Jul 2014 - Sep 2014

- Assisted in implementing BTL marketing strategies through a human-to-human approach on legal-age smokers
- Transformed consumer insights provided by the field team into actionable data that the marketing team can use for future deployments
- Performed Touch-Point Segmentation on more than 100 merchants across all regions in Lebanon to ensure maximum sales coverage