



Mhamad Nasriddine

Certified Digital Marketing Professional

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mhamadn



mhd.nasriddine

Work History



Sep. 2018 - May 2019
Digital Marketing Manager
Abed Tahan



Sep. 2018 - May 2019
E-Commerce Manager
Buyexpress



March 2017 - Sep. 2018
E-Commerce Operation Executive
Microcity



June 2016 - Feb. 2019
Social Media Instructor
New Technology Center



June 2012 - Dec. 2015
Founder & CEO
Prolific - Digital Marketing Agency



Dec. 2010 - Dec. 2013
Owner
Multi Wise Technology
Computer & Printing Store



June 2007 - June 2010
Sales Associate
ABC - Department Store

- Brand development & positioning to targeted public segments.
- Conducting key word research & web statistics reporting.
- Created product launch plan and promotional video for new product.
- Executed & enhanced Google ads performance.
- In charge of website operation, including providing website performance reports
- Setting optimization plans & managing regular update tasks.
- Lead & train social media team.
- Maintaining & updating the mailing database.
- Making a monthly progress report.
- Overseeing the social media strategy for the company.
- Responsible for digital marketing activities to increase unique traffic.
- Responsible for executing the digital marketing plan & managing its budget.
- Monitored & analyzed the behavior of customers on websites to optimize the content.
- Supervise & Manage daily operation tasks
- Following up with Commercial Team for new suppliers, new targets & offers plan.
- Following up with the Marketing Team for upcoming events planning & execution.
- Meeting with Third Parties service providers to analyze the performance & achievements.

Education



Certified Digital Marketing Professional
2019 Digital Marketing Institute - UK Ireland

- DM Foundations - Website Optimization - Content Marketing- SM Marketing - SEO
- Paid Search - Display and Video Advertising - Email Marketing - DM Strategy



BA Business Management - Accounting
2009 Art Science Technology University in Lebanon



English Language Proficiency Certificate
2009 Garnet Education - UK

Google Certifications



Fundamentals of Digital Marketing



Google Ads Search Certification
Google Ads Mobile Certification
Digital Sales Certification
Google Ads Display Certification
Analytics Individual Qualification



Google Analytics for Beginners
Advanced Google Analytics
Getting Started With Google Analytics 360
Google Analytics for Power Users
Google Tag Manager Fundamentals

Tools & Software Expertise



Professional Skills

- Team Leading
- Analytics
- Punctual
- Creative Thinking
- Accuracy
- Confident
- Consistently Meeting Deadlines
- Planning & Executing
- Working Under Pressure
- Monitoring