

Amr Alakkad

Digital
Marketing Specialist

experience

Digital Marketing Manager
Warner Bros. Pictures Lebanon
2012 - Current

Coordinate with sales team to create marketing campaigns

Monitor key online marketing metrics to track success

Launch campaigns on YouTube, Facebook, Instagram, Snapchat and Google Adwords for upcoming movie titles

education

BBA in Business Administration
(Concentration in Digital Marketing)
American University of Beirut

Graduated with Honors as part of the Top 5% of the class"

certifications

Google Adwords Certified (DN)
Ireland

Facebook Blueprint Certified
California, US

Digital-savy

Relentless

24/7 Marketer

Attention to detail

10 Years Experience

contact

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skills & expertise

- MS Office
- Analytics
- Adobe Photoshop
- Wordpress Expert
- Facebook Ad Manager
- Google Adwords Tools
- Google Analytics
- Hootsuite
- Buffer
- Socialbakers
- Cyfe
- Microsoft Planner