IBRAHIM EL GHOUL

ghoulibrahim@gmail.com ◆ +961 71 315 616

⚙ PROFESSIONAL EXPERIENCE

Project Manager
Kaynona
Dec 2018- present

- Prepared for the launch event and social entrepreneurship competition
- Liaison between BOD, consultant and stakeholders
- Developed the site kaynona.com
- Project Management, Financial Planning and Reporting for a propriety project with Islamic Development Bank

Product Manager & Digital Planning Executive
Born Interactive
Nov 2017- Feb 2018

- Worked closely with the CEO and Team Leads on EasyCat; an in-house incubated mobile app startup at Born.
- Strategized weekly action plans, kept track of important KPIs, communicated between cross-functional teams and the CEO, and came up with propositions to improve the usability of the product through documented wireframes.
- Designed the User-Interface and workflow of a subproduct on Adobe XD that helped the technical team in the translation into a working demo.
- Assisted in Brainstorming, Market Research and Creative Planning for social media campaigns.

Digital Marketing & Web Design Freelance
www.Laser-Targeted.com
Mid 2016 - Present

- www.wafaa-edu.com WordPress website development
- www.aihs-edu.com WordPress website development + Inbound Marketing Strategy(Blog) and Re-targeting Ad Campaign for website visitors that generated several Leads
- Facebook Campaigns for El Ghoul Home (fb.com/elghoulhome)
- www.associatesmena.com WordPress design and development
- meetmytalent.webflow.io front-end web design

Business Development
Vexiti Technologies S.A.R.L
Nov 2016 - Feb 2017

- Prospecting Clients on Social Media and Offline Channels
- Managing Social Media Accounts & Creating Ad Campaigns (Linkedin & Adwords)
- Website Audit & Follow-up with Web-design Agency
- Market Research & Copy Writing Core Business Services and website sections

Financial Consultant Intern
Indigo Consulting
March 2016 - May 2016

- Studied financial products
- Investigated Bank's Treasury Departement
- Worked on different Modules in the MUREX Software (Reporting, Workflows..)

🎓 EDUCATION

2012 - Fall 2016 | **Major in Computer and Communications Engineering (CCE)**
American University of Beirut (AUB)

Minor in Business Administration
American University of Beirut (AUB)

2008 - 2011 | **Lebanese Baccalaureate**
International School of Choueifat (SABIS)

📄 ONLINE CERTIFICATES

- **Python Programmer**
DataCamp

- **Predictive Analytics for Business Nanodegree**
Udacity

💡 ENTREPRENEURIAL EXPERIENCE

Bot Development
Personal Project
Mid 2017

- Developed a Python Cryptocurrency Trading Bot that connects to the "Binance" Exchange API, syncs live trading data, looks for arbitrage opportunities (Market Inefficiencies) and checks sufficient trading volume (bids/asks) before making trades.
- Coded a JavaScript betting algorithm based on the famous Martingale principle that bets on a roulette game (Good for making short term profits but eventually blows the account if left running for too long)

Instagram E-commerce Online Store
@LaSireneOfficial
Q1 2017

- Sourced Evening Dresses from a Turkish Supplier
- Created a Business Instagram page and ran targeted Instagram Ads
- Many inquiries followed, sold zero dresses and failed successfully!

Shopify E-commerce Online Store
Twassa.com (out of service)
Q3 2015

- First attempt at entrepreneurship
- Shopify store with a generic template and minimum branding
- Ran a Google AdWords campaign with ~10$ daily budget over a period of 4 weeks and reached 20-30 daily site visitors (paid and organic).
- Several email Inquiries, few serious calls and "Add to Carts", a couple of unfulfilled Checkouts, and zero sales.

✏️ COMPUTER SKILLS (VARYING PROFICIENCIES)

- Tableau for Data Visualization
- Alteryx for Data Analysis
- WordPress & WooCommerce
- Facebook Ads Manager
- Google AdWords
- Email Automation (MailChimp & MailerLite)
- Front-end frameworks: Bootstrap, Flexbox, Webflow
- JavaScript
- Trello

- MS Excel Data Analysis and Visualization
- Shopify
- Adobe Illustrator
- Adobe Experience Design
- C++
- MongoDB & MySQL
- cPanel
- Canva

⭐ EXTRACURRICULAR ACTIVITIES & HOBBIES

- Drone Pilot (DJI Mavic Pro)
- IFPA Certified Fitness Trainer
- Member at Large and one of the founders of HOPE AUB club (second largest club in AUB)
- Volunteer at Civil Engineering Society Camp (CES) participated in projects for Syrian Refugee Camps and renovation projects in Tyre, Lebanon
- Member of AUB Varsity Futsal Team & Participated in Real Madrid football Camp

✈️ UNIVERSITY PROJECTS

Final Year Project
- Designed using Labview a model of Device-to-Device communication using FlashLinQ technology
- Published paper to the AUB Faculty of Engineering and Architecture conference
Feasibility Study with Cost Analysis
 Glasses Equipped with GPS and Sensors for Pedestrian Blind People

🖥️ SOCIAL

linkedin.com/in/ibrahimghoul

twitter.com/elghoul93

💬 LANGUAGE

- Arabic
- English
- French