Contact

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(LinkedIn)

Top Skills

Digital Marketing

Data Analysis

Project Management

Certifications

Project Management Professional
(PMP) - Certificate of Completion

Samer Zaarour

Certified Digital Marketing Professional | Business Analytics
Lebanon

Summary

Performance driven professional with experience in digital
marketing, advertising, web development, content production, project
management and operation management.

Experience

OLN Holding (OLN.NET)
Manager, Digital Operations
January 2014 - Present (6 years 3 months)
Beirut - Lebanon

OLN is as premium publishers network and leading digital media & content
production company in GCC and all other Arab countries.

Overseeing the organization's ongoing operations. My goal is to secure
the functionality of the business to drive extensive and sustainable growth
in reaching the targets set.Plan, measure and report performance of all
departments, and assess against goals (ROI and KPIs). Brainstorm new and
creative growth strategies.

2Pure Branding Agency - Beirut
Head of development
November 2010 - Present (9 years 5 months)
Beirut

Responsible for ensuring the smooth and effective running of the development
process. I Work closely with the team allocate their roles & tasks and
coordinate with top management to help IT deliver the expected strategic
benefits to the business side of an organization.

ITEC
Senior Web Developer
January 2006 - June 2010 (4 years 6 months)
Beirut

• Design, program, and deliver web/local development projects (.NET , PHP ,
and related platforms) within designated schedules and budgets

• Support development of projects from inception through alpha/beta testing and final delivery
• Identify, communicate, and overcome development problems and creative challenges related to complex web and application-based projects
• Keep current with programming languages/platforms within the web development/web application, and desktop application space
• Revise and troubleshoot development work as required
• Provide tactical application mentorship to other developers in area of expertise
• Act as a go-to person within technical area of expertise
• Interact with associate technical directors, producers, associate creative directors, and other technical/creative team members
• Effectively present technical information in one-on-one and small group situations to vendors, clients, and agency staff
• Apply common-sense understanding to carry out detailed but objective written or oral instructions
• Assist in making presentations to technical clients

Education

Harvard Business School Online
Certificate of completion, Business analytics · (2020 - 2020)

Digital Marketing Institute
Professional PG Diploma, Digital Marketing · (2019 - 2019)

Al Kafaat University (AKU)
Bachelor of Arts - BA, Multimedia · (2001 - 2003)

Le Collège Mariste Notre Dame de Lourdes de Jbail-Amchit
High School Diploma, Sciences ex · (1998 - 1999)