

I'm **Christian Lichaa**, **Digital Marketer**

Every brand has stories to tell – stories that will not only engage, inform, surprise, delight, and impact their audience, but that will also deliver on measurable business goals. I am the conduit between brand and consumer.



EXPERIENCE

DIGITAL MARKETING - (SEP. 2020 - PRESENT)

LEXYOM - Dubai, UAE

Major accomplishments:

- Increased website traffic by 50% by creating and implementing an SEO strategy
- Conducted A/B testing on paid Facebook ad campaigns, boosting conversion by 140%

HEAD OF EVENTS & WORKSHOPS - (OCT. 2020 - PRESENT)

BEYCOM Inc. - Beirut, Lebanon

Major accomplishments:

- Plan and execute more than 50 virtual and physical workshops
- Hosted more than 5000 participants

RESERVATIONS AGENT - (MAR. 2019 - OCT. 2019)

ADDMIND GROUP - Beirut, Lebanon

- Improving Knowledge in deals and up-selling
- Working on Communication Skills

EDUCATION

ADVERTISING AND MARKETING - (2018-2021)

LEBANESE UNIVERSITY - FACULTY OF INFORMATION 2

GENERAL SCIENCES – DOUBLE BACCALAUREATE - (2003 -2018)

SAGESSE BRASILIA - Baabda

HOBBIES

Basketball – Scout boy (since 2007) – Drawing – Hiking - Camping



Hazmieh - St Rock Street - Al Arz Building



(961) 78-848307



christian.lichaa99@gmail.com

SKILLS

Adobe Ps

Adobe Ai

Adobe Pr

Adobe Ae

Content Marketing

Hubspot

SEO/SEM

Paid Marketing

CERTIFICATIONS

- Fundamentals of Digital Marketing
- Google Analytics
- Content Marketing and SEO Fundamentals
- Google Ads Display
- Search Engine Marketing
- E-Commerce Consultant
- Semrush for Digital Agencies

