

# Roula El Ahmar

## CONTACT

**Date of Birth:**

March 18, 1993

**Address:**

Lebanon, Dekwaneh  
Sayidat El Najat Street  
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## PERSONAL PROFILE

Dedicated and experienced Digital Marketing professional with proven success in managing Digital Channels.

## EVERYDAY MOTIVATION

I love to share knowledge with other people as there's always a chance to learn something new.

## EDUCATION

- **2015 - 2017**

**Grenoble University, Alpes, France**

Master's Degree in Digital Communication and Marketing

- **2015 - 2017**

**Saint Joseph University, Beirut, Lebanon**

Master's Degree in Advertising and Marketing

- **2011 - 2014**

**Saint Joseph University, Beirut, Lebanon**

Bachelor Degree in Advertising and Marketing

- **2008 - 2011**

**Rosary Sisters School, Lebanon**

Lebanese Baccalaureate - Economics and Sociology stream

## EXPERIENCE

- **August 2015 till present:**

**Credit Libanais Bank - Lebanon**

*Digital and Social Media Strategist*

- Build and implement Social Media Strategies for the Group's Companies enclosing a bank, a Travel Agency and a Real Estate company
  - Create Social Media Content in English and Arabic from calendars, Campaigns, website content, SMS and Video Scripts & emails.
  - Distribute content across a wide range of relevant channels: Facebook, Twitter, LinkedIn, Instagram, YouTube using Hootsuite
  - Launch Ads that target Specific audiences and geographic regions for the group's Social Media Channels.
  - Create, develop, execute, analyze and optimize innovative digital marketing campaigns
  - Prepare and present monthly performance reports & recommendations.
  - Monitor, understand and respond constantly to users online
  - Monitor effective Benchmarks for measuring the impact of Social Media.
  - Assist in the Group's Websites and Mobile app Management by testing and maintaining continuity of themes.
  - Perform Researches to create and write Content for the Group's Websites by optimizing content according to SEO
  - Assist in launching the group's Email, Newsletter and SMS Campaigns.
- Achievements**
- In my 5 years with Credit Libanais Bank, I have been key in transitioning the bank from heavily relying on agency support to minimal agency use and managing all digital campaigns in house.

## SKILLS

Microsoft Office



Adobe Photoshop



Adobe illustrator



Social Media



## LANGUAGES

Fluent in Spoken & Written:

- Arabic
- English
- French

## HOBBIES

- Skating
- Hiking
- Reading
- Writing

## REFERENCES

Upon request

- Worked on the development and implementation of yearly Social Media Strategies and provided recommendations and auditing.
- Built a +100k Facebook following community by adapting the content to the community's needs & targeting the right audience.
- Launched numerous successful Lead Ads campaigns related to products and services, and was able to generate effective results and driving sales.

- **May 2014 - July 2015**  
**Donner Sang Compter NGO**

*Phone Operator*

Fulfilling blood demands by linking blood donors to patients' families.

- **September 2013 - February 2014**

**Saint Joseph University, Beirut**

*Marketing and Communication - Trainee*

Performing regular researches

Creating designs through Adobe Photoshop

Prepare surveys .

- **June 2013 - September 2013**

**Media Plus**

*Media Planner - Trainee*

Distributing related signs in appropriate regions.

Updating reports regularly to check signs availability.

Following up with individuals in charge of putting the signs.

Sending the clients related visuals, to see their request.

- **June 2012 - September 2012**

**Francesco Biazia**

*Sales Trainee*

Maintaining a professional tone.

listening to customer requirements and presenting appropriately to make a sale

## CERTIFICATES

- **June 2020**

**Google**

Fundamentals of digital marketing

- **April 2020**

**Google**

Advanced Google Analytics

- **April 2020**

**Google**

Google Analytics for beginners

- **September 2019**

**Tamayyaz, Lebanon**

Building a Digital Mindset

- **May 2018**

**Patrizia Lebanon**

Social Media Certificate

- **December 2017**

**Shaw Academy , London**

Digital Marketing Certificate

- **February 2017**

**Google**

Google Adwords Certification

- **January 2014**

**Beyond, Lebanon**

Train the Trainer (TTT)