

Abed Al Rahman Ali

Marketing Manager

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Professional Experience

Senior Marketing Officer - Middle East & Africa May 2017 - Present

Advanced Construction Technology Services (ACTS)

Responsible for the marketing and branding strategies for the company and assisting the business development team in the new openings and company's strategies.

Marketing & Social Media Manager April 2017 - Aug 2019

Afandina & BlueJeans Restaurants

Responsible for the restaurant's promotional campaigns, branding, social media channels, and other marketing tactics for increasing awareness & market share.

Marketing Manager July 2016 - Mar 2017

Izzat Daouk & Hair Lounge

Responsible for developing, implementing and executing strategic marketing plans for an entire organization in order to attract potential customers and retain existing ones.

Marketing Coordinator - Beirut & Dubai Jun 2014 - Dec 2015

Shawarmanji & Yabani Restaurants

Assisting the Marketing Manager in the marketing activities, market research, promotional campaigns, identify target audiences and performing brand audit.

Production Executive Feb 2012 - Apr 2014

Mainline Advertising Agency

Responsible for the campaign's production, in Lebanon & KSA, across channels like magazines, newspapers, television ads, events, displays & digital advertising.

Signs & Banners Specialist - Graphic Designer Nov 2007 - Jul 2010

FedEx Kinko's Copy Center

Responsible for the client's need in designing campaigns, marketing collateral & communication materials in addition to the large format printing & finishing services.

Graphic Designer Mar 2005 - Sep 2007

Doculand Copy Center

Responsible for creating & printing visual concepts for clients in order to communicate ideas that inspire, inform, or attract their consumers.

Training & Certification

- Professional Diploma in Digital Marketing (PDDM) - Morgan Institute
- Google Adwords Training Course - Google Sunday
- Leadership & Team Management Workshop - Lebanese Red Cross
- Team Building & Customer Service Training - FedEx Kinko's

Education

Master of Business Administration (MBA), Antonine University

Bachelor in Advertising, Lebanese International University (LIU)

Lebanese Baccalaureate / Sociology and Economics

Languages

English, Arabic: All Fluently written, spoken and read.

Skills

Adobe Illustrator



Social Media Platforms



Adobe Photoshop



Microsoft Office



Google Analytics



MailChimp



Volunteering Exp.

Rescuer, team leader & first aid trainer in Lebanese Red Cross, Emergency Medical Services since 2007