

# GEORGES CHEIKH

## CAREER HISTORY

### 2021-04 Marketing Specialist

**Present** *Wellspring Learning Community*

- Managed social media accounts on day-to-day basis to increase Wellspring recognition by creating engaging content.
- Coordinate with IT Manager, Designer and Head Of School to optimize and improve website content, design and ranking by making it more user-friendly.
- Responsible for digital communication with parents via SMS, Email and Social Media.
- Covering school events by meeting parents and taking pictures to share on Social Media.

### 2020- 04 Marketing Specialist

**2021-04** *shipshop.megastores.online*

- Create Content Calendars .
- Manage / Optimize shipshop pages within each platform.
- Knowledge of website backend management, in particular WordPress.
- Generate, edit and share daily content (Text, images, video) using Facebook Business Suite .
- Proficient in building landing pages and sending automated emails / campaigns to customers using MailChimp.
- Use analytical tools such as Google Analytics and Facebook Insights to evaluate social media performance.

### 2019-09 Logistics & Procurement Officer

**2020-09** *Restofair Lebanon, Beirut*

- Generated all documentation & information required for customer shipments.
- Monitored and reported on transportation costs & properly filed shipping documents.
- Monitored quotas and forecasts to identify product and equipment shortages.

### 2018-03 Salesman

**2019-09** *Steve Madden*

- Greeted and offered sales assistance to every customer upon entry into store.
- Educated customers on personalized shoe options based on style preferences and foot type.

## SKILLS & CHARACTERISTICS

- ✓ Editing : Canva, Photoshop, Adobe Premiere Pro .
- ✓ Language : Arabic, English, French .
- ✓ Advertising with Facebook .
- ✓ CRM : Mailchimp .
- ✓ Microsoft Office .

## ABOUT ME

Enthusiastic Marketing student currently pursuing Master's degree. Excited to work with high-performing and successful team. Possess excellent communication, problem solving and teamwork abilities.

## EDUCATION

### 2020-12 Master of Science : Marketing .

**Current** *Lebanese University - Achrafieh*

### 2016-10 Bachelor of Science : Marketing .

**2020-03** *Lebanese University - Achrafieh*

### 2016 - 08 High School Diploma .

*Daughters Of Charity School*

## CERTIFICATIONS

### Search Engine Optimization

University of California, Davis on Coursera  
Dec 2020

Specialization Including the following topics :

- Introduction To SEO .
- SEO Fundamentals.


### Facebook Social Media Marketing

Facebook on Coursera  
Nov 2020

Specialization Including the following topics :


- Introduction to Social Media Marketing .
- Social Media Management .
- Fundamentals of Social Media Advertising .
- Advertising with Facebook .

## REACH ME AT

 Lebanon - Beirut - Sin el fil

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