

ELIE EL AMMAR

DIGITAL MARKETING – ENTRY LEVEL

LINKEDIN

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ADDRESS

Kaslik, Jounieh, Lebanon



D.O.B

January 13, 1993



PROFILE

I am an electrical engineer with 6 years of experience, but I am willing to make a big shift in my career. I have a big interest in online business and I am seeking an opportunity in digital marketing that will make the best use of my skills and allow me to develop them further. I am determined and always trying to more develop my skills in that area.

EDUCATION

BE ELECTRICAL ENGINEERING

USEK | 2014-2016

BS ELECTRICAL ENGINEERING

USEK | 2010-2014

BACII GENERAL SCIENCE

College Saint Coeur | 2007-2010

WORK HISTORY

PROFESSIONAL EXPERIENCE

July 2021 – Present || Digital Marketing Intern

FEER McQUEEN | Jeita - Lebanon

June 2016 – May 2021 || ELECTRICAL SITE ENGINEER

EEE Group | Rabieh - Lebanon

Lead Electrical Engineer on the following projects:

- Sheraton Hotel, Addis Ababa - Ethiopia
- Admir Project, Adma/Ghazir - Lebanon
- Krikita nuts Factory, Al Hsoun - Lebanon
- Bank of Beirut, Dora - Lebanon

February 2015 – June 2016 || ELECTRICAL SITE ENGINEER

BMS Beirut | Achrafieh - Lebanon

Junior Electrical Engineer on the following project:

- Sioufi Heights Tower, Achrafieh - Lebanon

July 2014 – September 2014 || ELECTRICAL ENGINEER INTERN

STRUCTUREL | Achrafieh - Lebanon

Electrical Engineer Intern on the following project:

- PlusTower BLDG, Downtown - Lebanon

June 2013 – September 2013 || ELECTRICAL ENGINEER INTERN

STRUCTUREL | Achrafieh - Lebanon

Electrical Engineer Intern on the following project:

- SkyGate Tower, Achrafieh - Lebanon

TECHNICAL SKILLS

- ● ● ● ● Facebook Business
- ● ● ● ● Facebook Page
- ● ● ● ● Shopify
- ○ ○ ● ● Google Analytics
- ○ ○ ● ● Google Ads

LANGUAGE

ARABIC

Native (speaking, reading, writing)

ENGLISH

Excellent (speaking, reading, writing)

FRENCH

Basic (speaking, reading, writing)

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DIGITAL MARKETING – ENTRY LEVEL

MARKETING BOOKS READ

- Sell Like Crazy – Sabri Suby •
- Perennial Seller – Ryan Holiday •
- Marketing For Growth – Lain Ellwood •
- Marketing: A Guide To The Fundamentals •
- Patrick Forsyth
- The Lean Startup – Eric Ries •
- The Art of Social Media – Guy Kawasaki •
- The Lean Marketplace – Juho Makkonen •
- Growth Hacker Marketing – Ryan Holiday •
- The 22 Immutable Laws of Marketing – Al Ries •

EXTRA SKILLS

- Entrepreneurial Spirit •
- Teamwork •
- Project Management and Planning •
- Communication •
- Problem Solving Mindset •
- Leadership •
- Time Management & Organization •
- Always open to new challenges •

SOME OF MY WORKS

- www.learningdigitals.com •
- www.facebook.com/learningdigitals •
- www.instagram.com/learning.digitals •
- www.facebook.com/realtiktokvines •

HOBBIES

- Reading books •
- Working out •

EXPERIENCE (CONTINUED)

Main duties include and not limited to the following (Internship & Personal experience):

- Business / Website Benchmarking
- Social Media Benchmarking
- Community Management Reports
- Social Listening Reports
- Keywords Research using Google Keyword Planner
- Influencers Research
- Competitors & product expansion ideas Research
- Performing Google Ads
- Performing Facebook & Instagram Ads on business manager level (including but not limited to Facebook pixel integration, creating custom & lookalike audiences, building Facebook & Instagram shop)
- Creating, managing and growing Instagram & Facebook pages
- Building an e-commerce website on Shopify
- Basic knowledge in online business models and tools such as Affiliate Marketing, Dropshipping, Wordpress, SEO, Google Analytics, Growth Hacking and Copywriting

PERSONAL DEVELOPMENT

CERTIFICATIONS & ACHIEVEMENTS

Certification || Marketing in a Digital World

Online Certificate / Coursera / University of Illinois

Certification || Google Analytics for Beginners

Online Certificate / Google Analytics Academy

Certification || The Fundamentals of Digital Marketing

Online Certificate / Google Digital Garage

Course Completion || Facebook Ads & Facebook Marketing Mastery Guide 2020

Online Course / StackSkills.com / Coursenvy

Course Completion || Certified Digital Marketing Professional

Online Course / Morgan International / Digital Marketing Institute