ELIE EL AMMAR

DIGITAL MARKETING - ENTRY LEVEL

LINKEDIN

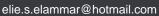
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EMAIL





Kaslik, Jounieh, Lebanon



Б.о.в January 13, 1993



EDUCATION

BE ELECTRICAL ENGINEERING

USEK | 2014-2016

BS ELECTRICAL ENGINEERING

USEK | 2010-2014

BACII GENERAL SCIENCE

College Saint Coeur | 2007-2010

TECHNICAL SKILLS

O • • • Facebook Business
O • • • Facebook Page

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Shopify

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Google Analytics

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Google Ads

LANGUAGE

ARABIC

Native (speaking, reading, writing)

ENGLISH

Excellent (speaking, reading, writing)

FRENCH

Basic (speaking, reading, writing)

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.

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

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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