

Georges Chamma

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Work Experience

Abdi3

Digital Marketing Intern

August 2021-Present

- Produced creative content for blog social media which generated 20K+ pageviews.
- Ran communication for all content related partnership and contacted new channels, building strategic partnerships.
- Started the company's brand story and unique value proposition.
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SLIFT (slift.megastores.online)

Founder of Ecommerce Store

December 2020 – March 2021

- Created an eCommerce website using WordPress integrated with a payment Gateway.
- Drive Online Sales from Selling products Online.
- Spent over 200\$ on Facebook ads to generate revenue and more traffic.
- Provided Customers Support to solve 15% of the occurring problems with orders by contacting directly the suppliers.

Lineup

Digital Marketing

January 2021- March 2021

- Designed a website for an application that lets you book courts online using Webflow.
- Improved weekly SEO search on google by 30% using new target keywords, link-building, and content marketing.
- Implemented an email marketing plan to increase user engagement by 50% through newsletters using Mailchimp.

SOCIETE DES HUILES ET DERIVES

Process Engineer

August 2020 - September 2020

- Optimized 8000\$ from production cost by reducing 10% loss of hexane
- Knowledge of the process in the oil industry.

Lafarge Holcim

Quality Control

June 2018 - September 2018

- Improved cement quality by 3% by optimization the amount of primary product used.
- Tested samples in the physics and chemistry lab.

Education

University of Balamand

Beirut, Lebanon

Bachelor of Engineering, Chemical Engineering, January 2021

Lebanese University

Beirut, Lebanon

Bachelor of Science, Physics, June 2018

Skills

- Programs: WordPress, SEO, Google Analytics, Microsoft Office, Facebook Ads.
- Languages: C++, Python, MySQL, RStudio

Honors and Awards

- **Beirut AI Bootcamp**
Earned first place by developing an app that predicts suicidal behavior based on AI which analyzes text messages.
- **Digital Marketing Rainmakers TEC**
First Place among 33 participants by presenting an app that matches you with teammates online for all kinds of sport.
- **Scholarship at University of Balamand** (Top 10%)