Karim Kobeissi

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SUMMARY

I am eager to obtain a challenging position in Digital Marketing at a company where I can grow and utilize my creative problem solving skills, work experience, and education while maximizing the company's revenue and market share.

EXPERIENCE

Growth Marketing

Tal2k   **April 2022 - October 2023, Lebanon, Beirut**

- Collaborated with social media manager to generate to generate and execute digital media campaigns.
- Managed social media content specifically LinkedIn on weekly basis.
- Conducted reports on the performance of campaigns and presented findings to managers.
- Enhanced on the development and implementation of new social media plans in order to attract new customers and increase brand awareness.

Content Marketing Intern

Loubnany   **July 2021 - September 2021, Lebanon, Beirut**

- Assisted content Marketing manager and Associates with all administrative duties associated with web content.
- Researched to asses competing websites in regards to content, look, and feel.
- Assisted with the creation of video content for marketing purposes.
- Improved website visibility by optimizing content for SEO which resulted in an average 2% higher click through rate for organic searches.

Social Media Intern

FlyingCam   **December 2020 - February 2021, Lebanon, Beirut**

- Composed Invigorating social media content.
- Utilized advanced social media knowledge and assisted social media manager.
- Oversaw product photo shoot for Instagram posts.
- Generated an 18% engagement rate on posts and increased follower base by 15%.
- Crafted content for social media platforms using graphic design software to increase engagement and brand awareness.

EDUCATION

Bachelor of Business Marketing

Lebanese International University • Lebanon, Beirut • 2022 • 3.6

SKILLS

Hard Skills: Data Analyst, Technological Proficiency, Project Management, Adaptability, Multitask, Quick Learner

Technical Skills: Google Analytics, SEO, SEM, Content Management System, Data Collection and Visualization, Social Media, Technical Writin