

# JIHAD HALLAB

BUSINESS ANALYTICS GRADUATE

## CONTACT DETAILS:

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Tableau Profile: [Click here](#)  
Github Projects: [Click here](#)

## SKILLS

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- Advanced in Python for data science
- R studio
- My SQL, Cassandra (CQL)
- Streamlit
- Mail Chimp
- SEO
- Google Analytics
- Tableau
- Power BI

## LANGUAGES

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- Native Arabic
- Fluent English.

## INTERESTS

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- Geopolitics
- Sports
- Technology
- Cooking.

## MEMBERSHIPS

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- Vice President Horizon Club
- Rotaract Maarad Club Member (District 2452)
- Red cross.

## EDUCATION

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### AMERICAN UNIVERSITY OF BEIRUT (AUB), LEBANON

**MSc in Business Analytics**      **September 2020- grad July 2021**

Major GPA 3.93

### UNIVERSITY OF BALAMAND, LEBANON

**BBA in marketing**      **September 2012- July 2015**

Major GPA 90.03

Deans Honors list: Fall -2013, Spring - 2013, Spring -2014, Fall -2015, Spring - 2015

## WORK EXPERIENCE

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### MARKETING MANAGER - HALLAB 1881

**Dubai - Beirut**      **March 2018 - September 2020**

- Planned digital marketing campaigns, including web, SEO/SEM, email, social media and display advertising
- Maintained our social media presence across all digital channels
- Measured and reported performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
- Identified customer trends and insights, and optimized spend and performance based on those insights

### DIGITAL SALES EXECUTIVE - ITP PUBLISHING

**Dubai, UAE.**      **September 2015 - December 2017**

- Established and managed client base for a range of industry specific B2B and business centric websites
- Handled agencies, digital media agencies and digital creative agencies
- Managed new and existing key clients and advertising agency accounts to maximize revenue opportunities
- Participated in negotiating deals with the region's highest spending advertising agencies
- Ensured that monthly, quarterly and annual targets are achieved exceeding the yearly target by 120%