


Ali Zalzale

Public Relations & Communications

 Beirut

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A fresh graduate with a BA in Public Relations & Communications, passionate in my career and in improving my skills, I’m looking forward to a career that is both challenging and rewarding.

Languages

- **Arabic** (Mother Tongue)
- **English** (Pre-Advanced)

Skills Highlight

- **Digital Skills:** Efficient knowledge in MS Word, PowerPoint, Excel, & social media (Facebook, Instagram, & Twitter).
- **SEO:** Monitoring and analyzing SEO tactics and strategies, revamping **FoundersBei** and **3D Maker Shop**’s websites, increasing daily visitation per month, and making ongoing changes to improve performance metric.
- **Managing marketing campaigns** and setting social media campaign goals.
- **Teamwork:** Working effectively within a team to accomplish key objectives with the ability to contribute expertise and follow leadership directives at appropriate times.
- **Flexibility:** Adapting, constantly learning, and being able to apply that knowledge.

Work History

April 2021 – Present: Digital Marketing & SEO Intern:
FoundersBei – Beirut, Lebanon

- Managed marketing campaigns to cultivate brand awareness and drive website traffic.
- Reviewed and optimized clients’ sites to improve keyword targeting URL strategies, website architecture and content.
- Monitored performance of client’s marketing strategies and statistics to identify areas of improvement.

Education

2017 – 2020: **BA: Public Relations and Corporate Communication:**
Lebanese University – Faculty of Information
Relevant Coursework:

- Journalistic Writing
- E-Marketing & Social Media
- Translation & Localization

2020 – Present: **MA: Digital Communication & Media:**
Lebanese University – Faculty of Information
Relevant Coursework:

- Institutional & Social Media
- HR Management
- Institutional Strategic Media

Other Certifications

Fundamentals of digital marketing – By Google Digital Garage

- Learned the SEO's Position as a fundamental building block for online marketing.
- Understood the basics of a SEM's strategy and the differences between paid, earned, and owned media.
- Followed the impact of mobile marketing and how to create opportunities using it.
- Developed an email and sending strategy that adheres to email compliance best practices.

Integrated Marketing Communications – By IE Business School

- Got clear and valuable insights about IMC with good examples.

Instagram Accounts Management – By Al Jazeera eLearning

- Learned the importance of defining your target audience and the basics of properly identifying your IG account and building a suitable visual identity for your account.

Brevity in Journalistic Writing – By Al Jazeera eLearning