

Mohamad Al Masri

Duty Manager & Digital Marketing Consultant

✉ almasri.mohamad@outlook.com ☎ +961 71 365 822 📍 Beirut, Lebanon 🌐 in/mohamadmasri

Work Experience

Duty Manager

Residences Managed by Accor | Doha, Qatar

Full-time | Sept 2022 - Feb 2023

- Initiated plans to improve customer relations, quality standards, and service efficiency.
- Actively mentor and develop potential leaders within the team and foster an environment of growth and professionalism.
- Conducted continuous reviews of accounts, procedures and personnel to optimize processes and improve performance.
- Responded to customer concerns by providing friendly, knowledgeable support and maintaining composure.

Digital Marketing Consultant

Yellow Pages | Canada

Full-time - Remote | Jan 2022 - Aug 2022

- Provided weekly updates on digital marketing campaigns to clients, discussing strategic initiatives and methods for improvement.
- Discussed SEO needs and optimized strategies for short and long-term campaigns.
- Identified important sales KPIs which helped in creating sales processes effectively.
- Cold calling small-to-medium business owners to check if they are in need of digital marketing services.

Front Desk Receptionist

Lavender Home Hotel | Lebanon

Full-time | June 2017 - Dec 2021

- Spread online awareness and helped increase ratings from 7.5 to 8.2 on booking.com.
- Received 20+ 10/10 personal reviews mentioning the great service provided.
- Collaborated with team members to handle guest requirements from check-in through check-out.
- Delivered above-and-beyond service to guests by making outside venue reservations and setting up tours.
- Resolved service-related problems and documented actions in the system.
- Respond to clients' complaints in a timely and professional manner

Education

Bachelor of Business Administration in Marketing

Lebanese University | Lebanon | Oct 2016 - Oct 2020

Certificates

- Train the Trainer - Accor (10/2022)
- Measure and Optimize Social Media Marketing Campaigns - Coursera/Facebook (01/2022)
- Advertising with Facebook - Coursera/Facebook (12/2021)
- Fundamental of Social Media Advertising - Coursera/Facebook (11/2021)
- Social Media Management - Coursera/Facebook (10/2021)
- Introduction to Social Media Marketing - Coursera/Facebook (09/2021)

Skills & Competencies

- Communication Skills
- Negotiation Skills
- Computer Literacy (MS Office, Figma, Python)
- Problem-solving
- Leadership/teamwork
- Written and Oral Communication (English, Arabic and French)