

Joe Rizk

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Professional Profile

Marketing Graduate with a history of working in Digital marketing, the Crypto space and Food & Beverages industry. Recognized by co-workers, clients and employers as an enthusiastic and creative contributor who steps up to take on additional responsibility. Skilled in Researching and identifying projects, Customer Relationship Management, Digital Marketing, and meeting client's needs. Computer literate, energetic, and strong attention to detail.

Professional Experience

December 2022 – January 2023

**Digital Marketeer Internship
Feer McQueen**

- Did content creation for several clients in Lebanon and abroad
- Coordinating with the designers on the visuals
- Handled social media monthly reports
- Worked on a new client's strategy plan
- Scheduling posts on Facebook, Instagram and Twitter
- Researching reference ideas for new content

December 2021 – Present

**Research Analyst / Social media producer
Bobmint (Crypto exchange startup)**

- Onboarding new clients, helped 10 clients create and manage their portfolios
- I was part of the community team and we created 3 months' worth of everyday content for social media platforms
- Keep clients updated with major upgrades and latest market news (Keeping track of World Economy, FOMC meetings, CPI index..)
- Identify between good projects and scams
- Making full research and due diligence for projects (identifying red flags, tokenomics with distribution and vesting schedule)
- Contacted nearly a 100 companies in the financial services and wealth & asset management industry in the DIFC Dubai for investment collaboration

August 2020 – December 2021

**Barista
NewYorker Cup Coffeeshop (Jal el dib branch)**

- Making sure all standards are being respected by the staff
- Staff training
- Handling customers' complaints and make sure they leave satisfied
- Handling inventory and purchasing supplies
- In charge of the cash register and checking invoices
- Minimizing costs

September 2017 – July 2020**Pancake House Owner
Pankee (Zalka/Jbeil)**

- Opened my own Pancake house serving sweet and salty Pancakes with a coffee menu
- Created our Pancake batter and menu
- Two employees were working with me to meet the store's expectation for productivity, keeping a consistent quality, and increasing revenue
- Serving 40 to 50 customers daily between dine in and delivery
- Taking care of day to day operations, preparing delivery orders, and following up with customers
- Stay active on Instagram, doing paid ads, giveaways, trying to always come up with new ideas to target new customers

November 2015 – August 2017**Barista
NewYorker Cup Coffeeshop (Byblos branch)**

- Purchasing supplies and inventory
- Created new drinks and coffee based mixes
- Increased communication skills and customer service

Summer 2015**Waiter
Mon Maki a Moi****Summer 2014****Waiter
Eddé Baladé (Eddesands)**

Education

September 2015 – June 2020

Bachelor's degree in Marketing / Lebanese Canadian University (LCU)

Personal skills and competences

Computer Knowledge: • Word • Excel • Power Point

Spoken and written:

- Arabic (Mother Tongue)
- English (Fluent)
- French (Intermediate)

Online Courses:

- Wlofofbey ecommerce engine: How to open and run an ecom business from a to z (Shopify website, Facebook ads, choose the right product, target the right market)

Social activities/Hobbies

- Hiking and Camping
- Learning the Guitar
- Member and chef d'équipe in the Scouts of Lebanon association from 2012 till 2018