

# Karl Asmar

## >>> MARKETING SPECIALIST/ SALES CONSULTANT

### PERSONAL SUMMARY

A passionate and ambitious marketing graduate aiming to develop my professional skills while giving back to the community by employing my skills and further expanding my knowledge.

### WORK SUMMARY

#### Digital Marketing/Sales Consultant (Full-Time)

Yellow Pages Canada | Jul 2022 - Present

- Dealing with potential clients in Canada (B2B)
- Finding the right digital solutions for businesses
- Optimizing and launching ad campaigns
- Analyzing and improving SEO
- Social Media Management
- Setting meetings and pitching solutions

#### Business Developer (Full-time)

Karya, Dawra | December 2021 till May 2022

- Responsible for recruiting new experiences
- Meeting new hosts and closing deals
- Product development and innovation
- Assisting hosts in service quality improvement
- Providing the company with profound strategies

#### Marketing Coordinator (Full-time)

Niman Sal, Roumieh, Lebanon | 2020 to 2021

- Responsible for setting all the marketing plans and strategies
- Managing all social media accounts and online customer service
- Creating an E-commerce website for the company

#### Marketing Executive (Part-time)

Life LTD., Roumieh, Lebanon | 2021

- Developing marketing campaigns and events
- Setting new marketing strategies for the company

### ACADEMIC BACKGROUND

#### Notre Dame University (2018-2021)

BBA Marketing | Senior Student

#### Jesus and Mary School (2015-2018)

Lebanese Baccalaureate Sociology and Economics |

Graduated 2018

### SKILLS

- Proficient in Microsoft Office suite.
- Effective communication and interpersonal skills.
- Digital Marketing (SEO/SEM)
- Knowledge of basic design (canvas, Adobe Ps)
- Social Media Management
- Team Leading/ Managerial skills
- Data analysis
- Multitasking/ Time management
- Knowledge of all marketing tools

### EXTRACURRICULARS

- Created and owned an online E-commerce business | 2020 to 2021
- Completed a marketing workshop program with Berytech consultants | 2020 to 2021
- Classical guitar and solfege student at the Lebanese conservatory | 2012 to 2017
- Completed 65 hours of community service at several NGOs including SOS, St. Vincent de Paul, IRAP, and Lebanese Red Cross | 2016 to 2017
- Tutoring middle school students
- Python Certificates from Sololearn
- Google Ads Certified (2022-Google)

### CONTACT INFO

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