

Karim Fadi Kobeissi

CONTACT

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OBJECTIVE

Seeking a digital marketing, social media representative position that help businesses grow and accelerate their online effectiveness.

WORK EXPERIENCE

Freelance

Aug 2017 — Present

Life Coach

- Use positive communication strategies to improve quality of life & enhance perspective
- Provide structured questions (probe) in the session
- Provide encouragement & constructive feedback
- Monitor, evaluate, and collect data on client's progress
- Instruct clients on how to manage everyday task through goal setting

Standards HRC Training Company

Sep 2021 — Nov 2021

Growth Marketing Specialist

- ADs specialist
- Analyze data related to Facebook analytics, AdWords (google)
- Draft capacity training subjects
- Data entry for pre/post training assessments
- Manage social media platform and website
- Draft monthly and yearly marketing strategies

Freelancer

May 2021 — Aug 2021

Growth Marketing Specialist

- Manage social media platforms & posting contents
- Set and implement social media and communication campaigns to align with marketing strategies
- Provide engaging text, image and video content for social media accounts
- Monitor and report on feedback and online reviews
- Create a regular publishing schedule to manage content and plan specific, timely marketing campaigns
- Set monthly marketing plans & supervise the execution
- Build relationships with customers, potential customers, industry professionals and journalists

Manari

March 2020 — May 2021

Social Media Specialist

- Create content on social media platforms
- Manage digital marketing through setting KPIs & brand creation
- Communicating with customers on relevant orders
- Creating the message offering and addressing the right audience
- Apply promotional influential marketing

CERTIFICATIONS

- Certified Life Coach "The National Federation Of Neurolinguistic Programming - USA"
- Certified in Digital Marketing Essentials (Growth Velocity Academy)
- Certified in Managing Social Media Platforms
- Digital marketing concepts, strategies and tools to achieve accelerated business growth (intermediate level)

EDUCATION

BA Digital Marketing

September 2016 — June 2021

American University of Sciences & Technology

Economics & Sociology

September 2001 — July 2015

Beirut Baptist School (BBS)

Succeeded in Lebanese Baccalaureate in Economics & Sociology

INTERESTS

- Reading on growth & personal Development
- Sports (football and basketball)
- Enjoy quality related conversations