

# Leen Ibrahim

Marketing & Digital Content Specialist



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## EDUCATION

### Bachelor of Business Administration (BBA)

with Emphasis on Marketing

American University of Beirut (AUB)

Beirut, Lebanon

Class of 2016

## LANGUAGES

Fluent in Arabic and English (reading, speaking, and writing)

## CORE SKILLS

### PROFESSIONAL

Brand Management

Social Media Management

Digital Marketing

Content Marketing

SEO Copywriting

Bilingual Copywriting

Translation

### COMPUTER

MS Office (Word, Excel,

PowerPoint)

Adobe (Photoshop, Illustrator,

Premiere Pro, After Effects)

## CERTIFICATIONS

Fundamentals of digital marketing - Google Digital Garage, 2020

SAP Certified Application Associate – SAP Sales Cloud 1811

SAP Certified Associate - SAP Activate Project Manager

## WORK EXPERIENCE

### Brand Manager

CLOU 40 / Beirut | Abu Dhabi/ Jan 2019 – Present

CLOU 40 is a newly emerging fashion label and a family-startup founded by late 2018

- In a short period of time, we managed to design, produce, ship, and distribute our own line of affordable-luxury scarves within the Lebanese and GCC market.
- Partnered with Lebanon's most popular shopping outlets and exhibitions, in addition to one of the GCC's biggest fashion luxury retail platforms.

### SAP's Young Professional Program Trainee

SAP/ LAU, Beirut, Lebanon/ Feb 2019 – June 2019

- Selected to be one of the 22 graduates only from Lebanon to undergo the 3-month SAP YPP program
- Completed more than 10 SAP technical courses and soft-skills trainings including design thinking with focus on Business Model, SAP S/4HANA Overview, SAP Activate Methodology, SAP/SAP Hybris Sales Cloud & Service Cloud.

### DIGITAL CONTENT SPECIALIST

Property Finder (propertyfinder.com.lb) / Beirut, Lebanon/ Aug 2016 – Apr 2018

- Developed a framework for the transition of marketing operations from headquarters (UAE) to Lebanon
- Built and implemented digital content strategies
- Launched and activated propertyfinder.com.lb's blog
- Generated, published, and monitored social media and web content
- Implemented the website's first SEO driven organic content strategy
- Boosted SEO ranking by %250 through bilingual SEO copywriting
- Conducted extensive user-experience research

### JUNIOR MARKETING ASSOCIATE

Dimpill Design Boutique / Beirut, Lebanon/ Sep 2015 – May 2016

- Social Media Management
- Account Management
- Assisted entrepreneurs in business planning
- Assisted in activation campaigns for start-ups and event planning

### SALES INTERN

Nestle S.A. / Beirut, Lebanon/ Jun – Aug 2014

- Assisted in Nestlé's Joint Business Plan
- Executing both retail and wholesale distribution strategies for key accounts for the Lebanese local market