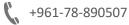
Leen Ibrahim

Marketing & Digital Content Specialist



∠ Leenibrahim0@gmail.com



in linkedin.com/in/leenibrahim

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 properyfinder.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