Lamis Hoteit

Digital Marketer and Social Media Specialist

Diligent Digital Marketer with more than two years of experience in different digital marketing channels as well as coaching students and business owners in this field. My clients got exceptional results like increasing their brand awareness by 73% and achieving target sales each month .

Get in touch!

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Work Experience

Digital Marketer
FOCUS MEDIA | May2021 - Present

- Creating Content Strategies that fits the needs and of a client and organizing Content Calendars
- Created dynamic social media ads that are customized for each buyer persona
- Keyword research to make content that is more relevant to increase the client site's authority and rank in Google search results.
- Formulate proposals and presentations around thorough research to convince several clients and get them to work with our team.
- Supervised the designers' performance and ability to make powerful content that will guarentee results for our clients.

Digital Marketing Instructor
CIS College| Mercy Corps | September 2020 - Present

- Introducing the class to digital marketing channels and how to utilize each one.
- Teaching them how to use digital marketing to enhance the growth of any business online and achieve target sales.
- Helping them learn how to utilize digital media metrics and benchmark their progress.
- Students are learning how to formulate a digital marketing strategy in a week only.

Digital Marketer
SuperOKK 3D printing co. | January 2021- March 2021

- Managed social media platforms and the business's website and was able to grow their influence and market.
- Created dynamic social media ads that are customized for each buyer persona.
- Came up with a Content Marketing Strategy and followed up with them to check that everything is planned and well organized.

Digital Marketing Coach
Mega Outlet Store Owner | January 2021- February 2021

- Helped my client master social media marketing in general, and Facebook marketing in specific.
- Taught him how to set up an online catalogue and start selling online.
- Trained him in search engine optimization, search engine marketing, and content marketing in a systematic order of objectives

Digital Marketer
Line and Lumen | October 2020- December 2020

- Performed Search Engine Optimization by improving content quality and URL structures which increased website traffic by 3000 visits in one month.
- Keyword research to make content that is more relevant to increase the site's authority and rank in Google search results.
- Generating topic ideas that appeal to their buyer persona and creating written and visual content around those ideas

Digital Marketer
Mega Outlet Store | October 2020- January 2021

- Generating Topic clusters and ideas that are both customized and goal oriented for the store's online presence.
- Performed a Social Media Campaign for the store's products which increased their brand awareness by 30% and sales by 120%.
- Created post designs that enhanced the brand's overall image and set a distinctive identity for it.

Social Media Manager-Intern
Shareholder rights by Capital Concept | June 2019- August 2019

- Created a strategy for the social media campaign which led to an increase in the company's reach and engagement rates on social media.
- Integrated a blog and redesigned the website to be more appealing and increase average page view time.
- Edited and directed videos (with both real and animated characters)

Academic History

Communication and Social Media
Phoenicia University | October 2017 - August 2020

President, Communication and social media society
- Digital Marketing Growth Techniques.
- Social Media Management.

Specializations

- Social Media Management
- Digital Advertising
- Digital Marketing
- Public Speaking
- Communication
- Pay-Per-Click Advertising
- Time management
- Email Marketing

Languages Spoken

English

Arabic

Basic French