

Omar Wattar

Marketing Graduate

A self motivated marketing graduate with proven and tested skills in negotiations, sales digital media, social media and marketing skills.



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Beirut , Lebanon

12 September, 1999

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EDUCATION

BS In Marketing

Lebanese American University (LAU).

GPA: 3.0/4

08/2017 - 12/2020

Beirut

Courses

- E marketing - Grade: 88
- Consumer Behavior -Grade: 88
- Marketing Research - Grade: 87
- Marketing Strategy-Grade: 92
- Fashion Marketing- Grade: 85
- Emotional Intelligence- Grade: 86

WORK EXPERIENCE

Digital Marketing

ShadyPhotography

10/2022 - Present

Beirut,Lebanon

Photography Studio.

Achievements/Tasks

- Created and monitored marketing campaigns while analyzing acquired data.
- Developed and implemented SEO and PPC strategies.
- Created and managed link building strategies, content marketing strategies, and social media presences.
- Website & content creation.

Contact : Shadi Wattar - 03842581

Marketing Intern

Rent-A-Porter

08/2021 - 10/2021

Beirut,Lebanon

Women's Clothing Store

Achievements/Tasks

- Supported marketing campaign planning and execution.
- Created and monitored social media posts, promotional emails, and other marketing collateral.
- Assisted in the creation of written, video, and image content for marketing channels.
- Participated in marketing brainstorming sessions

Contact : Mira Abou Jaoude - 70992393

SKILLS

Communication Skills

Business Management

Digital Media

Marketing Research

Cross Team Collaboration Skill

Public Speaking Skills

E-Learning

Microsoft Skills

ACADEMIC PROJECTS

BLF E-branch Version 2 (12/2019 - 01/2020)

- Participated in creating a new concept for the second version of the E-branch. My colleagues and I were lucky enough to reach the final stage, therefore presenting our ideas in front of the BLF administrators.

Beirut Beer Marketing Strategy (09/2020 - 12/2021)

- My team members and I implemented a new marketing strategy for Beirut Beer. Created a detailed marketing campaign that substitutes their old one, in addition to new pricing strategies. Finally presented them with a new mission statement to attract new target segments. This project alongside another one received the highest grade and was presented in front of Beirut beer board members.

ORGANIZATIONS

Family Aid (08/2020 - 09/2020)

- Helped with the team on the ground tasks to help the less unfortunate families that were affected by the Beirut port explosion

CERTIFICATES

Inbound Marketing (04/2019 - 05/2021) [🔗](#)

Acquired new marketing research skills.

Google Digital Garage (02/2021 - 03/2021)

Acquired knowledge about the fundamentals of digital marketing

LANGUAGES

Spanish
Elementary Proficiency

French
Native or Bilingual Proficiency

English
Native or Bilingual Proficiency

Arabic
Native or Bilingual Proficiency

INTERESTS

Traveling

Gaming

Technology

Sports

Behavioral Psychology

Social Media

Volunteering Work

WORK EXPERIENCE

Business Development Intern Beesline

06/2021 - 08/2021

Aramoun, Lebanon

Cosmetics Industry

Achievements/Tasks

- Monitored prices of competitors in the local region in order to compare with Beesline products.
- Conducted market studies for America, Russia and China, to be able to find the best strategy to alter new markets.
- Researched marketing strategies applied globally.
- Analyzed prices for products similar to Beesline on an International and Regional scale.

Contact : Lozane Meemary - 70910015

E-Commerce Beesline

03/2021 - 05/2021

Aramoun, Lebanon

Cosmetics Industry

Achievements/Tasks

- Influencer marketing.
- Handled customer feedback and optimized it.
- Managed data entry, day to day operations on Aramex.
- Moderated social media accounts.
- Planned and organized warehouse stocking to have a clearer and more visible view.

Contact : Lozane Meemary - 70910015

Digital Marketing Intern Nsouly

01/2021 - 03/2021

Beirut Lebanon

Digital Marketing Agency

Achievements/Tasks

- Community management: Designed social media campaigns, created social media contents, answered customer's comments or questions (Facebook, Twitter, LinkedIn, Instagram).
- Wrote and edited content for the company's blog or website.
- Follow-up and improvement of SEO.

Contact : Omar Nsouly - 76005580

Research & Development Intern Cosmaline

06/2020 - 08/2020

Cosmetics Industry

Achievements/Tasks

- Acquired customer feedback and managed the best use of information taken from testers or consumers to create the most optimal product for them.
- Retained the most useful informations acquired while testing the products and how to translate them into valuable data for product development.
- Conducted a market study on a total number of 7 products while analyzing their pros and cons.

Contact : Leila Adjimi - 76766672