

Ahmad Rashid Shaghliil

Lebanon

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Lebanese | August 17, 1998

LinkedIn Profile: <http://linkedin.com/in/ahmad-shaghliil>

Highly Motivated Marketing Professional with Proven Experience in Social Media Marketing

Social Media Expert
Copywriting
SEO

Marketing Strategy
Digital Marketing
Content Creation

Degrees:

Degrees: M.D, Cellular and Molecular Biology, Lebanese University, 2020

Technologies:

MS Word, MS PowerPoint, MS Excel, Canva

Languages:

Arabic, English

Industries:

Media Agency, Digital Marketing

EXPERIENCE

Head of Social Media Department (Remote) Dark Mattr, Lebanon Aug 2021 - Present

- Handle the social media accounts for Fairmont Hotels (Dubai, Ajman, Fujairah).
- Handle the social media accounts for another 4 brands and the agency account.
- Plan and institute social media marketing plans.
- Lead the social media department with its members, and use coordination and planning skills with other departments to achieve results according to schedule.
- Create social media calendars and write captions, supervise and review other calendars.
- Participate in continuous improvement by generating suggestions, engaging in problem-solving activities to support teamwork.

Social Media Manager & Copywriter (Remote), Clean2O, The Cars Bay 2021 – Present

- Handle the social media accounts for the businesses and create monthly content calendars and reports.
- Write captions for social media posts.
- Increase customer engagement through social media.
- Develop marketing content such as blogs, promotional materials, and advertisements for social media.
- Write and improve website content, keyword relevancy, and branding to achieve search engine optimization goals.
- Discuss SEO needs and optimize them for blogs and websites.
- Deliver successful working within tight deadlines and a fast-paced atmosphere.

- Produce original, creative content for websites, blogs, and social media platforms
- Write SEO optimized content, and use different SEO tools for ranking purposes
- Present clients with unique copy options based on overall marketing objectives
- Produced original, creative content for websites content and blogs

EDUCATION

Master Degree: Cellular and Molecular Biology, Lebanese University, Lebanon (2020)

Bachelor Degree: Life and Earth Science, Lebanese University, Lebanon (2019)

SKILLS

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| • Content writing | • Leading and Time management |
| • Copywriting | • Team Work skills |
| • Blogs writing | • High presentation and Project skills |
| • Digital marketing | • Resilience, Stress tolerance and flexibility |
| • Research | • Project management |
| • Self-motivation | • Data Entry |
| • Conflict Management | • WordPress |
| • Communication and Collaboration skills | • Google Analytics |
| • Presentations Design | |
| • Training skills | |

CERTIFICATIONS

- Project Management Principles and practices Specialization Certificate - University of California, Irvine Division of Continuing Education
- Social Media Management - Facebook
- Facebook Advertising with - Facebook
- Copywriting - USAID
- Social Media and Digital Marketing - USAID
- Microwork certificate - DOT
- Content Marketing - LinkedIn
- Digital Marketing Specialist - LinkedIn, 22 hours course
- Content Creation - Tripoli Entrepreneurs Club