

Raian Zgheib

MARKETING SPECIALIST

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LINKS

LinkedIn Account:

SKILLS

Microsoft Office

Copywriting

Digital Marketing

Adobe Premiere

Adobe Photoshop

Adobe Illustrator

Canva

LANGUAGES

Arabic

English

French

Turkish

Spanish

PROFILE

A Highly skilled and sociable candidate seeking out a challenging role to go beyond limits, where strong interpersonal and communication skills will be utilized to increase customers' satisfaction.

EDUCATION

MBA at Islamic University of Lebanon

2023 — Present

BA in Public Relations at Lebanese International University

2015 — 2019

- Member of LIU Events Club
- Organized Seminar - Role of Media in the Time of Crises

EMPLOYMENT HISTORY

Sales & Marketing Specialist at Extra Four s.a.r.l

2023 — Present

- Executing and managing digital marketing initiatives, including SEO, SEM, social media, CRM, email marketing, and content marketing, to enhance online visibility, drive website traffic, and increase conversions.
- Creating and curating engaging and persuasive content for various marketing channels, such as website, social media platforms, and email newsletters, to attract and retain customers.
- Monitoring and managing social media presence, responding to inquiries, addressing concerns, and fostering positive brand sentiment.

Legal Assistant at William Saab Law Firm

2021 — 2023

- Managed administrative duties such as typing legal documents from rough copies, answering phone calls, and copy editing.
- Photocopied all correspondence, documents, and other printing materials.
- Handled incoming and outgoing emails.

Internship at Annahar Newspaper

April 2022 — June 2022

Internship at Risala Radio station

February 2020 — August 2020

Internship at NBN TV

September 2019 — October 2019

Waitress at Pheonicia Hotel (Banquet)

2018 — 2019

- Served food & beverages
- Provided quality customer service
- Maintained cleanliness of the facility, and work areas

Freelancer, Hostess, and Promoter

2015 — 2020

- Hostess:
 - Assisted with the planning, preparation, and organization of events.
 - Greeted incoming and departing Guests warmly with a genuine smile and eye contact.
 - Received and directed customers to their seats.
 - Responded to guests' requests and needs.
- Promoter:
 - Demonstrated and provided information on promoted products/services.
 - Distributed product samples, brochures, or flyers to source new sales opportunities.
 - Effectively, communicated with other teams on a daily basis. (Interest level, questions asked, number of samples/flyers distributed, etc).
 - Set up and arranged displays to attract the attention of prospective customers

Cashier and Sales Assistant - TSC supermarket

2014 — 2015

- Maintained accurate and attractive merchandise displays, and ensured strategic placement of products in order to maximize purchases.
- Resolved customer complaints, guided them, and provided relevant information.
- Collected payments whether in cash or credit.

CERTIFICATES

Digital Marketing Certificate - Udemy (85 hours)

Email Marketing Certificate - HubSpot Academy

Digital Marketing - HubSpot Academy

SEO - HubSpot Academy

Social Media Marketing - HubSpot Academy

Create Social Media Ads That Sell - Webinar

Body Language Certificate - ITC

Fundamentals of Journalism Certificate - ITC

Crisis Media Management Certificate - Al Jazeera Media Institute

HOBBIES

Readings books, photography. watching commercials, content creation, and blogging.