

# Zein Safiedin

Beirut, Lebanon  
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## EXPERIENCE

### Eve Concierge, Beirut — Marketing Executive

June 2023 - Present

- Developing and executing comprehensive marketing strategies
- Directing designers and photographers to ensure the creation of high-quality content aligning with brand standards
- Managing social media accounts
- Executing advertising campaigns on Facebook, Instagram, and Google to drive high-quality traffic
- Promptly responding to inquiries on various social media platforms, fostering enhanced customer engagement.
- Maintaining regular communication with agents and distribution offices, gathering valuable feedback on customer interactions.
- Monitoring local competition activities and postings for strategic insights
- Generating and analyzing monthly reports, implementing optimizations for continual improvement

### Sweven Services, Dubai — Marketing Specialist (Remotely)

October 2022 - May 2023

- Developing digital marketing strategies with business goals aligned with the company's vision
- Acting as the point of contact for clients for digital management matters
- Running and monitoring Google and Facebook Ads marketing campaigns
- Delivering monthly reports and analyzing digital campaigns' KPIs
- Managing clients' social media accounts

### Quad Digital Media (UNRWA), Lebanon — E-commerce Tutor

June 2022 - September 2022

- Teaching students how to build a fully functional online business
- Developing and enforcing an educational e-commerce plan of study
- Administering different forms of assessment

### Digital Marketer — Freelance

January 2022 - Present

- Building converting websites using Shopify and WordPress
- Running and monitoring Google and Facebook Ads marketing campaigns
- Managing social media accounts for businesses

## EDUCATION

### Lebanese University, Beirut, Lebanon — Marketing Degree

September 2020 - 2023

## SKILLS

- Analytical thinking
- Problem-solving
- Communication
- Organization
- Time management
- Adaptability
- Flexibility

## Certificates

**Google** - Digital Marketing & E-commerce Professional Certificate – Present

**Facebook** - Marketing Analytics Professional Certificate – Present

**Facebook** - Social Media Marketing Professional Certificate - 2022

**Google Digital Garage** - The Fundamental of Digital Marketing - 2021

## LANGUAGES

Arabic (native)  
English (professional)

Reference available upon request.