



Danny Zahalan

Marketing Executive

Graduated with a degree in film making & production, and on the constant look out for opportunities that can help me cultivate my passion for content curation. With a fresh new perspective and diverse experience in social media marketing, sales, and production, I believe I could be an asset to your company.



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Aley, Mount Lebanon,
Lebanon



27 September, 1997



@dannyzahalan



instagram.com/@dannyzahalan

SKILLS

Creative & Futuristic
Thinking

Pressure Resilience

Social Bakers

Data Analysis

Content Creation

SEO & SEM

CRM

Communication

Talk- walker

LANGUAGES

English
Native or Bilingual Proficiency

Arabic
Native or Bilingual Proficiency

PORTFOLIO

dannyzahalan.wixsite.com/m/ysite

WORK EXPERIENCE

Social Media Executive

Omnicom Media Group / PHD

11/2021 - 02/2022

Lebanon / Dubai

Main Responsibilities

- Continuous & direct communication with clients like Al Nakheel (Dubai) for the preparation of weekly social media content calendars, monthly reports, and analysis / Social media content management and content curation / Management & tracking of social media channels for ensuring engagement and efficacy of strategies.

Social Media Marketer & Consultant Freelance

04/2021 - 11/2021

Dubai, Canada, Lebanon

Main Responsibilities

- Social media marketing and consultation to closing ad deals for a client base across Dubai, Canada & Lebanon / Algorithm analysis and content curation.

Writer / Translator / Audio Engineering Freelance

11/2020 - Present

Dubai/ Lebanon

Achievements/Tasks

- Research and article writing for students in Wollongong University, Ajman University, and much more / Translating training modules, product descriptions, and more for Dubai brands like Mawfoor, Dear Dahlia, and more / Mixing and engineering of audio for music and podcasts

Sales & Marketing Manager

Pharmacy Zahalan / Arcade / Nidal & Zihar

12/2020 - 03/2021

Achievements/Tasks

- Strategizing promotions & deals / Maintaining client database (CRM) for retention and engagement Team management and leadership to meeting sales target.

Assistant Director / Art Director AM Production

08/2018 - 12/2019

Lebanon

Responsible for the entire idea of the music videos which in total surpassed 150 million views on YouTube

Achievements/Tasks

- Content curation, plot direction, and management of film sets / Assisting the director in filming and production, and video editing

CERTIFICATES

Google Digital Garage

Google Ads Certificate

EDUCATION

BA Degree in Audio Visuals, Cinema, and TV Direction Academy of Cinematographic and Theatrical Sciences

2019

UK/ Lebanon