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PROFESSIONAL EXPERIENCE

JAYPAY

Beirut, Lebanon

05/2023 – Present

Growth Strategist

- Employed SEMrush for extensive keyword research and comprehensive competitor analysis to inform strategic decision-making.
- Leverage Google Search Console (GSC) to identify trends and opportunities.
- Analyze data using Google analytics (GA4) to gain valuable insights
- Implement marketing automation tools like Google Tag Manager (GTM) for streamlined workflow management
- Working closely with cross-functional team to ensure alignment and cohesive growth efforts.
- Conducting A/B tests and experiments to refine marketing campaigns and improve their effectiveness.
- Providing regular reports and insights to senior management to keep them informed about the progress of marketing growth strategies.
- Effectively organized and managed social media calendars with Hootsuite, ensuring timely execution of marketing campaigns.
- Designed dashboard for Google Looker Studio, helping effectively and rapidly scale to meet company goals.

JAYPAY

Beirut, Lebanon

02/2023 – 04/2023

Marketing Internship

- Ensure project timelines are met and that tasks are assigned to the appropriate team members
- Add and update content on the company's website, ensuring accuracy and relevance.
- Review and edit marketing content to ensure it meets quality and brand standards.
- Actively contributed to the development of email campaigns, blog content, and automated email responders.

Lebanese American University

Beirut, Lebanon

LAU Construction Management Internship

06/2020 – 08/2020

- Managed all costs, quantity surveying and pricing related to the building and civil engineering projects of the university.
- Planned and provided work direction, as required, for the preparation of Planning and Scheduling Control Systems to provide Engineering and Construction supervisors the means to evaluate and improve the efficiency of the project execution.
- Established design requirements for the construction and alteration of sites and facilities based on Americans with Disabilities Act (ADA) requirements.
- Assessed the environmental effects of the proposed actions prior to making decisions following the National Fire Protection Association (NFPA).

EDUCATION

Amideast Bootcamp

Beirut, Lebanon

Digital Marketing

11/2022 – 02/2023

Lebanese American University (LAU)

Beirut, Lebanon

Bachelor of Engineering in Civil Engineering

09/2015 – 06/2021

EXTRACURRICULAR EXPERIENCES

ASCE LAU Chapter

Beirut, Lebanon

Volunteer

12/2018 – 10/2020

- Engaged in regular meetings, events, and discussions to stay update on industry trends, network with fellow professionals, and contribute to the organization's mission.
- Participated in community outreach and public relations initiative including fundraising campaigns.

LANGUAGES, & SKILLS

- **Technical Skills:** Microsoft Office, ASANA, Google Tag Manager, Google Search Console, Google Looker Studio, Hootsuite, Office 365, Google Analytics 4, SEMrush, Google Ads, Google Trends, JavaScript, HTML.
- **Soft Skills:** Communication and Interpersonal skills, Team Leadership, Conflict Resolution, and Negotiation skills.
- **Languages:** Native in Arabic, and C1 level of proficiency in English.