

# Charbel Abir Abboud

Advertiser and Digital Marketing Specialist

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Beirut, Lebanon

Passionate advertiser and Digital marketer pursuing highly challenging and ambitious careers, where I can apply my existing knowledge and creativity to acquire new skills and contribute effectively to the work place. with excellent communication skills in English, French and Arabic.

## EDUCATION

### Master of Digital Communications 2021 - Present

Lebanese University –  
Faculty of information,  
Jdeideh

### Bachelor in Advertising and Marketing 2018 - 2021

Lebanese University –  
Faculty of information,  
Jdeideh

### Baccalaureate in Economic Sciences (SE) 2003 - 2018

Collège des sœurs des  
saints cœurs – Bauchrieh

## SKILLS

- Design and Editing skills.
- Critical and Analytical understanding.
- Strong Communication and Interpersonal skills.
- Great time management and planning abilities.
- Desire to learn new tools and processes
- Proficient in Adobe Photoshop, Illustrator, and Premiere.
- Proficient in Microsoft Office: Microsoft Word, Access, Excel and PowerPoint.

## EXPERIENCE

### Social Media Manager

Igoteck, Dbayeh, Lebanon

Oct 2021 – Present

- Developing and implementing corporate social media strategies, and setting the brand Identity and share of voice.
- Monthly content and campaign planning/scheduling.
- Designing different post formats for various social media platforms.
- Video concept creation and Editing using various studio programs.
- Coming up with catchy and unique Slogans, Tag lines and Captions.
- Ensure website functionality and perform data entries and updates, assess, and report traffic insights and performance.
- Monitor and Evaluate the social media presence and performance.
- Online customer support services by handling customers' questions and complaints, as well as processing orders and transactions.
- Ecommerce Marketplace management and transaction; Data items entry, Daily follow-ups, Orders Completion (Zoodmall, Hicart, Olx)

### Freelance Social Media Specialist

Beirut, Lebanon

Sep 2020 – Present

- Create and Refine original and modern designs upon request: Logo, Social Media Template, Website layout, Flyer and brochure, Catalogue Design, etc.
- Monthly content and campaign planning/scheduling.
- Coming up with catchy and unique Slogans, Tag lines, and Captions.
- Monitor and Evaluate the social media presence and performance.
- Suggest recommendations to adjust social media marketing strategies for better results.

### Traditional Advertising Apprentice Internship

MTV, Naccache, Lebanon

May 2018 – July 2019

- Observation of the Creative department crew going through Advertisement scheduling, channeling, and broadcasting.
- Taking part in the behind the scenes of News and entertainment shows preparations.
- Observation of the Advertising traffic and rate rankings management team.
- Attended an Interview with the Creative Director and Media Account Director.