

HICHAM SROUR



☎ +961 71-541 325

📍 hicham.srou2@gmail.com

✉ Beirut, Harit Hreik

DIGITAL MARKETER

ABOUT ME

Strategy and result oriented digital marketer, aspiring to channel my motivation into generating conversion-driven content. Pursuing a masters in digital marketing to further my knowledge, depth and expertise in the field.

EDUCATION

USJ

2018 - 2021

Bachelor of Business
Management and Marketing

Lycee Abdel Kader

2005 - 2018

Baccalaureate in Science

Relevant Courses

Marketing Principles
Strategic Marketing
Creativity and innovation
Operational Marketing
Political Marketing
Corporate Communications

- Paid Ads (Instagram, Tiktok, Facebook)
- KPI Tracking
- Critical Thinking
- SEO
- Google Analytics
- Salesforce
- Microsoft Excel
- Microsoft Access
- Microsoft PowerPoint

SKILLS

EXPERIENCE

Digital Marketing Intern

June 2022 - August 2022

Better'fly

- Content Creator: Created several ongoing projects chosen and executed by clients.
- Copywriting: Created blogs to help SEO, LinkedIn posts and newsletter ideas.
- Helped clients better understand their product positioning and conducted market research to better grasp market trends across digital platforms

Salesman and Social media manager

June 2019 - Sep 2019

Patisserie Cremino

- Handled their Instagram page
- Demonstrated specific product functions and uses
- Built strong customer relations with existing clients
- Understood pricing strategies

All Round Internship

Jan 2021- May 2021

Ministry of Economy

Tasks: Data-Entry / Customer Service / Data Analysis/ Brand Registration / Exportation Management

CERTIFICATIONS

Fundamentals of Digital Marketing

2022

Google Digital Garage

Acquired a better understanding of SEO, SEM, Google trends, Google business listing, web analysis, display ads and social media marketing

Digital Marketing Manager

2022

Better'fly

PERSONAL PROJECTS

- Personal TikTok account with 1K followers and 210k+ likes
- Built an all-round marketing campaign for the NGO IDRAAC about suicide-prevention as a university project
- Volunteering- Al Makan (Data entry)

LANGUAGES

- Arabic
- English
- French