

Nour Alaa Eldeen

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Profile

I'm a dynamic Marketing Manager and Specialist at 22, showcasing proven success in strategic planning, market research, and digital marketing trends. With a track record of leading cross-functional teams and executing impactful campaigns, I excel in optimizing brand visibility and engagement. Proficient in marketing analytics, I refine strategies for optimal performance. Armed with strong interpersonal and communication skills, I'm eager to contribute my creativity and adaptability to drive business growth for forward-thinking organizations.

Professional background

Nov 2023 – Jan 2024 *Je Suis Me – Marketing Manager* Beirut, LB

- Led strategic campaigns at "Je suis me," boosting brand visibility and engagement by 20% through targeted initiatives.
- Directed cross-functional teams for multi-channel marketing, ensuring cohesive brand messaging across platforms.
- Conducted market research, informing data-driven strategies that improved customer satisfaction by 15%.
- Optimized digital marketing efforts, implementing SEO and SEM strategies for a 25% increase in website traffic.
- Utilized analytics tools to assess and optimize campaign performance, contributing to a 10% increase in marketing ROI.

Jun 2023 – Nov 2023 *The Concept – Marketing Specialist* Beirut, LB

- Orchestrated social media strategies at "The Concept," enhancing brand visibility and engagement by 30%.
- Established impactful collaborations with influencers, leading to a 20% upswing in online sales.
- Crafted engaging content, yielding a 15% improvement in audience interaction.
- Prioritized community engagement, fostering a 20% increase in positive sentiment.
- Analyzed performance metrics, optimizing social media ROI by 10%.

Jan 2023 – May 2023 *Yellow Pages – Digital marketing and Telesales* Ontario, CA

- Executed digital marketing strategies at "Yellow Pages," enhancing online presence and lead generation.
- Successfully conducted tele sales, consistently meeting and exceeding targets.
- Managed remote customer relationships, ensuring satisfaction and retention.
- Conducted data analysis, providing reports for improved campaign effectiveness.

Aug 2021- Jan 2023

Freelance Social Media Marketing

Beirut, LB

- Developed tailored social media strategies for diverse clients, enhancing brand visibility and engagement.
 - Produced compelling content, increasing audience interaction by 20%.
 - Orchestrated successful campaigns, optimizing performance through analytics.
 - Established clear communication channels with clients, exceeding expectations.
 - Focused on community building, achieving a 25% increase in follower growth.
 - Conducted performance analysis, providing clients with actionable insights.
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Technical Skills

- Strategic Marketing
- Content Creation & Management
- Digital Marketing
- Telesales
- Data Analysis & Reporting
- SEO Optimization

Soft Skills

- Leading Strategies
 - Creative Engagement
 - Customer Satisfaction
 - Online Engagement
 - Remote Selling
 - Analytical Thinking
 - Performance Insights
 - SEO
 - Public Relations
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Education

Oct 2023 - Present

Bachelors in Psychology – Haigazian University

Beirut, LB

Pursuing the bachelors of Science in Psychology, Expected Jun 2026

Sept 2019 – Apr 2022

Bachelors in Nursing – Beirut Arab University

Beirut, LB

Discontinued

Languages

- *Arabic:* Native in Speaking, Reading and Writing.

- *English:* Proficient in Speaking, Reading and Writing
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Hobbies

- Singer
 - Writer
 - Event planner
 - Reader
 - Painter
 - Dancer
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