

Khaldoun Solh

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A social media practitioner holding a 1+ year experience, specialized in social media marketing, SEO, market segmentation, strategies and benchmarking. As Digital Marketer, my goal is to achieve customer engagement and intimacy, website traffic and revenue by applying all aspects and concepts of social media marketing. I am looking for a suitable vacancy where I can use my technical skills in order to enhance your organization visibility.

EDUCATION: Antonin University

Sept 2020- May 2022

- Masters in **Digital Marketing (GPA: 85/100)**

Relevant Coursework: Digital marketing strategy, SEO/SEM, Social media marketing Advanced Micro/Macroeconomics, Decision Making, Research Methods, Strategic Management, Legal Environment

Relevant Research Projects:

- Performed a feasibility study on launching a chain of confectionaries in Saudi Arabia by studying Porter's five forces of competition and by allocating weights on different criteria. Concluded that launching the new chain is feasible.
- Performed a study on the positive effects of recent technologies (such as Big Data and artificial intelligence) can help increase the efficiency of a retail store in Lebanon.
- Performed a study on PepsiCo's strategic management strengths, weaknesses, threats, and new opportunities (SWAT Analysis). Performed a Pestle Analysis to explain the political, economic, social, technological, legal, and environmental factors affecting PepsiCo's operation.
- SEO and social media digital marketing: performed a digital marketing study for a tires shop by adding creative posts on social media platforms studying the behavior of the local regional and international competitors. Setting the smart objectives of the company we are making a digital marketing plan for.
- Digital marketing strategy: performing a study for the digital marketing strategy Samsung is working on by observing the 5 SS (serve speak sizzle save and sell) of marketing working on the 4 PS (price promotion place and product). observe the TOWS analysis of the firm (strengths opportunities threats and weaknesses) and give recommendations where it can enhance its weaknesses and remove the threats.

Market Targeting and Segmentation: Classification of the market depending on the demographics (age, gender, income, interests) identifying the company's potential customers, choosing customers to pursue, and creating value for the targeted customers.

Lebanese International University

September 2015- June 2020

- Bachelor of Science in **Administrative Economics**

Relevant Coursework: Elementary and Intermediate Micro/Macroeconomics, Econometrics, Applied Econometrics, Labor Economics, Economics Growth, Accounting and Finance, Digital Marketing Strategies, social media marketing, SEO strategies.

WORK EXPERIENCE AND PROJECTS

Marketer with Optique et Vision January 2022- September 2022

- **Social Media Marketing:**
 - Interacting with customers
 - Dealing with customers' enquiries
 - Developing social media marketing campaigns
 - Keeping track for data analysis and performance of the social media and campaigns
 - Scheduling the social media calendar
 - Designing and maintain social media profiles
 - Optimizing Content using SEO Strategies
- Creating new content ideas
- Creating, managing and developing new marketing campaigns
- E-commerce website Upload
- Email Marketing
- Content Marketing:
 - Generating leads
 - Building brand awareness
 - Content writing
 - Creating posts
 - Evaluating the effectiveness of the campaigns
 - Keep reports and excel sheets for data

Content Writer and Junior Marketer with Swiss U Life July 2022- Present

- Creating informative posts
- Creating visual and written content
- Writing captions
- Keep track of customer intimacy and engagement
- Optimizing content using SEO strategies
- Creating campaigns and new content ideas
- Conducting promotional activities

Social Media Marketing Trainer with Succeed and Achieve Institute in collaboration with the Lebanese University March 2022- Present

- Social Media Marketing Principles
- Explained content marketing

- Effective social media marketing plans
- Benchmarking and Evaluation
- Apply practical exercises to trainees
- Teaching how to achieve customer intimacy and engagement

Trainings and Certificates

Employment Hub Program with The Nawaya Network: Feb 2022- June 2022

- Career Growth Learning
- 1 on 1 sessions
- Upskilling Courses
- Individual coaching plan

Intensive and Advanced digital Marketing Program with AmidEast in collaboration with ForwardMENA: October 2022- Present

- Social Media Marketing with all aspects
- Google Ads
- SEO principles (technical, local off page and on page)

EXTRACURRICULARS, PRIZES AND ADDITIONAL SKILLS

Skills:

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- Languages: Arabic (Native), English (Fluent)
 - Proficient in Microsoft Office (Word, PowerPoint, excel), Caduceus, HMIS
 - Ability to perform quantitative tasks, Problem-solving skills, Data manipulation and analysis
 - Completed 55 hours of career growth learning from the American Institute for Applied Education.
 - Employment skills training, personalized mentorship, coaching and career guidance with The Nawaya Network in Partnership with UNICEF.
 - Teacher of the Month from Succeed and Achieve Institute