Imad Dbouk
Digital Marketing Intern

+961 76 665 660
Immad.dbouk@gmail.com
Beirut, Lebanon

Portfolio
Imad Dbouk
Imad.Dbouk

Professional Summary

A creative, adaptive, and team-spirited individual eager to become a media marketing specialist able to run and assess effective advertising campaigns on Google and social media. I'm hoping to get the internship position, which would give me the opportunity to learn more and apply what I have acquired.

Certifications

Digital Marketing program – Forward MENA / AMIDEAST   Ongoing

 After three rounds and 900 applicants, I was one of the 60 selected for this amazing opportunity "The Skilling Up Lebanon", which is a 45-hour course with focus on:

- Google Analytics, Google Ads, Facebook & Instagram ads manager, and the different dashboards.
- Create, plan, and carry out successful digital marketing campaigns using the appropriate channel mix. (PPC / SEO/ Email marketing)
- Learn the most recent tactics as in "Do"s and "Don't"s for content marketing and digital media buying/bidding.
- Researching and targeting the right audience.

Foundations of Digital marketing and E-commerce – Google   21 Oct 22

I was awarded a scholarship by Amideast for this certificate. It's the first of seven courses offered by Google on Coursera. This course took 2 weeks to finish with a graded exam and four assignments.

- Marketing analytics email marketing, social media marketing,
- Marketing funnel and how it shapes the customer journey.
- Designing, and running an online store that can be effectively crawled by google.

Advanced Social Media Tools and Techniques – Amideast   21 SEP 22

It took 15 hours to finish this paid workshop.

- Learned how to set up a social media campaign and put it into action using Meta Business manager/Linked in Manager.
- How to Identify and effectively target the right audiences.
- Creating KPIs and assessing and adjusting the campaign.

Core Skills

- Google Search Console
- Google Analytics
- Google Advertising
- Social Media Marketing (Meta Business Suite)

- Content creating
- Adobe Photoshop / Lightroom / Premiere
- Facebook/Instagram Creator Studio
- Basic Knowledge in HTML and CSS

Imad Dbouk
Digital Marketing Intern

+961 76 665 660
Immad.dbouk@gmail.com
Beirut, Lebanon

📷 Portfolio
in Imad Dbouk
⭕ Imad.Dbouk

Experience

Freelance Videographer/Photographer
Imad Photography   JAN 2019 – current

Product and food photography with restaurants and online stores

- Using Adobe creative suite on daily bases for the past 3 years.
- Significantly improved the online presence of 5 online stores through Photography, videography, and Content Creation.
- Capturing and editing more than 500 high-quality photographs, for use in brand promotions and advertising.
- Operating complicated lighting techniques with more than 3 light sources.
- Applying keen understanding of color, balance, lines, textures, and use of space to stage photography.

Multimedia Specialist
Bridge Business Center   FEB 2019 – JAN 2020

It has 8 different outlets (restaurants, Gym, Production house, Cigar lounge, Celebrity nightclub and a kids play zone).

- Arranged and executed more than 25 content photoshoots for all outlets.
- Filmed, recorded, and captured precision images, videos, and sound projects to showcase products and engage target audience.
- Managed, Organized, and archived more than 3000 media files on daily basis.
- Planned, scheduled, and posted social media content monthly, weekly, and daily.

Education

Bachelor's in Communication Arts (Radio, TV, and film)   JUN 2023
Lebanese international University - Beirut

I have learned how to communicate effectively with mass audience through mass media.
During my study I was exposed to technical and theoretical courses with TV, Radio, and social media professionals.
Relevant key courses : Advertising Theory & Practice - Media Planning & Audience Analysis - Media Management - Media Laws & Ethics

Lebanese Baccalaureate II (Life Science)   JUN 2014
Lebanese Evangelical School for Boys & Girls - Loueizeh

Skills

Language : English Fluent Bilingual - Arabic Native
Technical : Microsoft (Word, PowerPoint, Excel)