

# ADAM SHEHAYEB

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As a recent graduate in Digital Marketing, I am enthusiastic about leveraging my academic foundation to contribute to the dynamic world of online brand promotion. With a strong grasp of fundamental digital marketing concepts, including social media management, SEO, and content creation, I am eager to apply my knowledge and continue learning in a hands-on environment. My adaptability, creativity, and eagerness to collaborate make me a dedicated team member ready to assist in driving effective and engaging digital campaigns.

## EXPERIENCE

August 2022 – Present

### **BLOG WRITER, ThoughtShift Ltd – Brighton**

- **Content Creation:** Research and write high-quality, informative, and engaging blog posts on a variety of topics, adhering to the brand's style and tone.
- **Topic Research:** Conduct in-depth research to gather accurate and relevant information on assigned topics, ensuring the content is well-informed and valuable to the readers.
- **SEO Optimization:** Incorporate relevant keywords and follow on-page SEO best practices to improve the visibility of blog posts in search engine results.
- **Audience Engagement:** Craft content that resonates with the target audience, addressing their interests, questions, and pain points to encourage engagement and interaction.
- **Analytics and Performance Tracking:** Monitor and analyze the performance of blog posts using metrics like page views, engagement, and shares. Use insights to improve future content.
- **Trend Monitoring:** Stay up-to-date with industry trends, news, and relevant topics to create timely and relevant blog posts that capture current interests.

December 2022 – July 2023

### **DIGITAL MARKETING SPECIALIST, MOON LINES Agency – Lebanon**

- **Campaign management:** Manage and execute digital marketing campaigns across various channels, such as social media, email, PPC, content, and SEO.
- **Content Creation and Management:** Creation of content for different platforms, including social media posts, blog articles, and website copy.
- **Social Media Management:** Develop social media strategies, create content calendars, schedule posts, engage with followers, and analyze social media metrics to assess performance and make data-driven decisions.
- **PPC Advertising:** Manage pay-per-click advertising campaigns on platforms like Google Ads and social media.

- **SEO Optimization:** Optimizing websites for search engines by conducting keyword research, optimizing on-page content, improving site structure, and building quality backlinks to improve organic rankings.
- **Email Marketing:** Design and execute email marketing campaigns, segment email lists, create compelling email content, and analyze campaign performance metrics such as open rates and click-through rates.
- **Analytics and Reporting:** Analysing data from various digital marketing tools and platforms to track key performance indicators (KPIs) and generate reports. As well as providing insights to clients on campaign effectiveness and suggesting strategies for improvement.

February 2021 – May 2021

### **DIGITAL MARKETING INTERN, ThoughtShift's Digital Marketing Academy – Brighton**

- Assisted the digital marketing team in executing various campaigns across multiple online channels, including social media, email marketing, and content creation.
- Conducted market research to identify industry trends, target audiences, and competitor strategies, contributing to the development of effective marketing strategies.
- Collaborated with the content team to create engaging blog posts, social media content, and email campaigns that aligned with brand voice and marketing goals.
- Contributed to the management of social media accounts by scheduling posts, engaging with followers, and monitoring performance metrics.
- Assisted in optimizing website content for SEO by conducting keyword research, updating meta tags, and improving on-page elements.
- Created and maintained reports to track campaign performance, website traffic, and social media engagement using tools such as Google Analytics and social media insights.
- Participated in brainstorming sessions to develop innovative ideas for marketing campaigns and promotions.

February 2020 – March 2022

### **INSTAGRAM BUSINESS OWNER, LA MODA**

- **Social Media Management:** Demonstrated ability to effectively manage and curate content on Instagram, engage with followers, and build a strong online presence.
- **Content Creation:** Proficiency in creating engaging visual and written content, including photos, videos, captions, and stories that resonate with the target audience.
- **Digital Marketing:** Knowledge of digital marketing strategies, including using Instagram's features for business growth, such as using hashtags, running ads, and leveraging influencer partnerships.
- **Audience Engagement:** Proven track record of engaging with followers, responding to comments, messages, and feedback to foster a sense of community and loyalty.
- **Brand Development:** Experience in developing a cohesive brand identity, voice, and style that aligns with the business's values and appeals to the target audience.
- **Analytics and Insights:** Proficiency in analysing Instagram insights and metrics to track the performance of posts, understand audience behaviour, and make data-driven decisions.
- **Online Marketing Strategy:** Ability to strategize and implement effective online marketing campaigns, promotions, and collaborations to drive sales and growth.

- E-commerce Skills: Knowledge of online retail practices, including product listings, pricing, customer service, and order fulfillment.
- Photography and Visual Design: Basic understanding of photography techniques and graphic design principles to create visually appealing content.
- Communication Skills: Strong communication skills for interacting with customers, influencers, and collaborators, as well as crafting compelling captions and stories.

## EDUCATION

2018-2022

**BACHELOR OF SCIENCE IN DIGITAL MARKETING, American  
University of Science and Technology- Lebanon**

## CERTIFICATION

### ➤ **Google Digital Garage**

The Fundamentals of Digital Marketing,  
Certificate ID: 9QB TJ9 8T3

### ➤ **ECDL Foundation**

ICDL certificate in Word Processing (MS Word), Presentations (MS PowerPoint), Computer Essentials (MS Office)

## LANGUAGES

- English (Fluent)
- Arabic (Native)
- French (Working Knowledge)