

# Ahmad Chahrour

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**Home:** Beirut, (Lebanon)

## ABOUT ME

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An energetic person eager to learn new things everyday, I seek challenges and thrive through them, digital marketing is my passion and motivation, my new mountain to climb and I am going all the way to the top.

## CERTIFICATES

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### The Fundamentals of Digital Marketing

[ 07/11/2022 – 11/11/2022 ]

- Identify the right social network platform for your business
- Define and track clear goals, segment audiences and analyse data to help improve online marketing efforts.
- Grow brand awareness and get more conversions by creating and distributing high value content to potential customers.
- identify the right channels that will help you achieve your business goals and create better online user experience.

TO VIEW THE CERTIFICATE PLEASE USE THE Credential ID:4ALXBLSHH

Link: <https://learndigital.withgoogle.com/link/1qsdpcedm9s>

### META Social Media Marketing

[ 15/09/2022 – 31/10/2022 ]

- Establish an online presence, build a following, and manage your social media accounts
- Develop effective social media posts and create a strong social media brand presence
- Create Facebook and Instagram ad campaigns in Meta Ads Manager that drive business results
- Learn to evaluate and interpret the results of advertising campaigns

Link: <https://coursera.org/share/05d15e0ab017069a0c2bb041d87ffd8e>

### Google Ads Search

[ 10/10/2022 – 30/10/2022 ]

- Translate a vision for online marketing into a coherent digital marketing strategy
- Develop a Google Search strategy with wider company marketing plans
- Generate a plan to increase leads, sales or web traffic using Google Search
- Develop a plan to reach new and existing customers with Google Search Audiences
- Ensure your Search marketing plan is aligned with your digital marketing budget

Link: <https://skillshop.credential.net/3ffcd0e3-dbef-421f-8931-9fcf5b09a378>

### Google Ads Display

[ 10/11/2022 – 14/11/2022 ]

- Develop a Google Display strategy with wider company marketing plans
- Generate a plan to increase awareness, consideration, action and retention using Google Display
- Develop a plan to reach new and existing customers with Google Display Audiences
- Ensure Display marketing plan is in alignment with digital marketing budge

Link: <https://skillshop.credential.net/48bc4abf-d342-443a-8fd5-15756ba7bac1>

## Google Ads Apps Certification

[ 12/01/2023 – 12/01/2024 ]

Explain how App campaigns drive marketing success by enabling user discovery and engagement

Create an App campaign to meet a specific marketing goal

Elevate the performance of an App campaign with advanced strategies for campaign, creative and measurement excellence

Enhance app quality and discoverability

Link: <https://skillshop.credential.net/afd438a1-dbf9-4b20-a8df-0ee9e3bd14a4>

## WORK EXPERIENCE

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### Freelance digital marketing

[ 15/10/2022 – Current ]

City: Beirut

Google Ads management of a B2C lead generation account, this is my first client as a freelancer where I am taking responsibility of a google ads account

### Registered Nurse

**Beirut Cardiac Center** [ 01/08/2018 – 01/08/2021 ]

City: Beirut

Country: Lebanon

An operation rooms registered nurse, my tasks were to assess the patient's condition before surgery, make sure that the operating room is prepared with all necessary supplies and that it is clean and sterile, assist the surgeon during the operation, communicate with physicians and teammates to ensure the continuity of patient's care in the best way possible

## EDUCATION AND TRAINING

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### Bachelor degree in Nursing Sciences

**Lebanese University** [ 01/09/2014 – 01/07/2018 ]

Field(s) of study: Health and welfare

## LANGUAGE SKILLS

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Mother tongue(s): **Arabic**

Other language(s): **English**

## DIGITAL SKILLS

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Google Ads Manager / Social media marketing / Google : Google ADS / Facebook Ads Manager