

# SERGE BABEJIAN

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## EXPERIENCE

- **Zee(women's clothing brand)**  
*28/5/2022 - Present*  
Digital strategist
  - Conduct social media audits to ensure best practices are being used .
  - Ensure that the brand message is consistent
  - Manage facebook , instagram ads
  - Monitor key online marketing metrics to track success
  - Direction of photography , graphical posts for social media
  - Influencer marketing
- **Arabel(women's footwear brand)**  
*7/6/2020 - 5/8/2022*  
Digital Strategist
  - Influencer marketing
  - Manage facebook , instagram ads
  - Direction of content creation
  - Managing the website
- **Oysho Le Mall**  
*5/2/2019 - 18/5/2019*  
Stock keeper
- **Wooden bakery**  
*1/4/2018 - 28/7/2018*  
Cashier
- **Le Charcutier**  
*5/5/2017 - 3/2/2018*  
Supervisor
- **Le charcutier**  
*26/6/2016 - 5/5/2017*  
Cashier
- **DS**  
*25/6/2015 - 15/10/2015*  
Salesperson

## EDUCATION

- **Lebanese International University**  
*2022*  
BA in Computer science
- **Yeghishe manoukian**  
*2016*  
Baccalaureate in Socio-economics

## SKILLS

- Problem solving
- Excel/word/powerpoint
- SQL
- HTML/CSS
- Javascript
- Meeting Deadline

## PROJECTS

- **Setting up Amazon Merchants account**

Managed to set up an amazon merchant account when lebanon was not even listed in the countries that would be able to sell on amazon .

I filed an LLC in the state of Wyoming remotely from Lebanon . Sourced products from china to Amazon warehouse . This was done by using a virtual mailbox as a physical address .

Since amazon could not send any payouts to lebanese banks so i set up a payoneer account which is for third party payouts .

So all in all i found a solution for the full cycle , from sourcing the products to landing them in the Usa

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## LANGUAGES

- English
- Arabic
- Armenian

## PERSONAL DETAILS

- Date of Birth : 03/7/1997
- Nationality : Lebanese