



Alaa Ammar

Marketing & Advertising Specialist

A Rigorous, task-driven Marketing student with demonstrated experience in implementing new advertising campaigns and marketing plans for International advertising agencies, Offers extensive knowledge in developing original content for social media platforms, strong attention to detail, and extraordinary communication skills.

Contact

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Address
Deir El Qamar, Lebanon

Education

2020 - Current
Marketing Student - GPA 3.6
MUBS - Damour

2021
The Art of Negotiation
Certification by Coursera

2015
High School Graduated - Life Science
Kfarhim Official Secondary School

Skills

- Strong verbal and written communication skills
- Negotiation Skills
- Multitasking
- Time Management
- Active Listening
- Team Work
- Problem Solving
- Quick learning
- MS Office
- Google Analytics
- Canva

Language

English - Upper Intermediate

Arabic - Native

Experience

Sergeant at Lebanese Internal Security Forces 2015 - Current

BLIS Experience 2022

Volunteer

- Key support member during the organization and the well execution of the event.
- Well gained knowledge from the key speakers and world leaders in sales insurance.
- Enhanced marketing and sales skill by learning in depth about the new approaches and strategies.
- I had the privilege to meet and speak with international top speakers.

AMC Cinemas & Salam Mobile I KSA (Remotely) 2021 - 2022
Advertising & Social Media Specialist

- Transforming creative ideas into advertising campaigns.
- Creating engaging content and posts for various social media platforms, such as Facebook, Twitter, and Instagram.
- Conducting monthly reports about the company's performance.
- Implementing new marketing strategies and sharing ideas with the Marketing Manager.
- Setting monthly content calendars.
- Participating in weekly team meetings and contributing to brainstorming and idea generation.
- Providing excellent customer service while handling customer complaints and providing appropriate solutions.

Samba Bank I KSA (Remotely) 2020 - 2021
Freelancer Community Manager

- Creating community management performance reports including volume of incoming messages, categories, response time and rates while analyzing opportunities for improvement.
- Assisting the Social Media Manager with monthly reporting on the performance of Samba Bank's social media channels, such as followers' growth, reach, and engagements.
- Organizing weekly meetings with the agency and discussing updates on latest campaigns and updates on protocols of engagement documents.
- Attending a brainstorming sessions to create informative pieces of content and posts for Samba Bank as part of their monthly content calendars.

Al Midan Restaurant 2016 - 2018
Waiter

- Responsible for taking orders and serving food and beverages to guests.
- Maintaining a professional relationship with customers.

Raneen Group 2010 - 2015
Entertainment Musical Group