

Sary Chehayeb

Lebanese | Aley, Lebanon | sarishehayeb@hotmail.com | (+961) 71215625|
10, October 1996 |

Highly Skilled Digital Marketing Specialist With 3 Years of Experience in Marketing and Advertising.

Degrees: BBA, Business Administration, BAU (2019)
Languages: Arabic, English

SKILL SET

Marketing Strategy	Email Marketing	Content Strategy
Google Ads	Community management	SEM
Market Research	Digital Marketing	CRM

EXPERIENCE

AL ALLAM CLEANING COMPANY – Doha, Qatar

Marketing Coordinator (Remotely)

March 2020 – Nov 2022

- Created project plans, managing developers and freelancers, and oversight of client content assets in Qatar.
- Manage day to day customer service relations through ongoing follow ups until service completion and post through feedback.
- Followed up on leads obtained through people accessing company website.
- Built strong client relationships to maintain old business and acquire new customers.
- Communicating with clients to ensure that all their needs are understood and addressed.
- Drafted budgets for cleaning equipment orders in alignment with dedicated budget lines for logistics.
- Created communication strategies, Plan and execute an advertising and online media plan to promote our Cleaning Services all over Qatar.
- Executed daily email marketing communications and generated customer awareness of key sales promotions and new product launches.
- Lead digital projects from initiation to completion.
- Managed the day-to-day operations of Google Ads accounts, including account setup and optimization.

GOODLIFE FITNESS GYM – Aley, Lebanon

Digital Marketing Specialist, (Part Time)

Jan 2019 – Jan 2021

- **Increased number of new Gym members by 35% in 2018** by developing content for promotional campaigns for Instagram and Facebook.
- Conducted Cold Calls to old Gym Members to reactivate memberships after Covid19 gym restrictions were uplifted resulting in high returns.
- Created online monthly calendars to set post timings, content, and cost.
- Developed monthly email marketing schedules based on previous campaign performance and market trends.

ALLIANZ S.A.L.- Beirut, Lebanon

Insurance Sales Representative,

Apr 2019 – Jan 2020

- Conducted the financial needs analysis for individual households.
- Implemented new plans to expedite goals within the district.
- Expertise in home, property, business, health, automobile, fire, and life insurance.
- Provided clients with prompt, courteous and professional service
- Sent reminders of premium payments and notified customers for any rate change.
- Monitored insurance claims to ensure they were settled equitably for client and insurer.

EDUCATION

Bachelor of Business Administration, (2019)
Beirut Arab University, Lebanon

➤ **Certifications**

Digital Marketing Advanced – PRACTICAL ACADEMY (2023)

Digital Marketing Fundamentals, Google Garage (2021)

Digital Marketing 101, By SimpliLearn (2021)

➤ **Certifications**

• **Youth Level 1, Asian Football Confederation** (2021)

• **“C” Certificate in Coaching, Asian Football Confederation:** (2020)

• **Internet Core Competency Certification: Digital Literacy Certification** (2020)

ADDITIONAL EXPERIENCE

AKHAA AL-AHLI ALEY FOOTBALL TEAM (LEBANESE LEAGUE) 2014 - Present

First Division Player

Football Coach u-16 League

LEBANESE NATIONAL FOOTBALL TEAM 2018 - 2020

Team Player – Under-23 Category

BOARD OF DIRECTORS (Volunteering)

Heroes' initiative (Local community service), 2021- Present

SHEMLAN SOCIAL FOUNDATION FOR SPECIAL NEEDS 2021-Present

Field Coach and Trainer, Shemlan/Aley (Local Community Service)

- Performing weekly sports activities for the students.
- Preparing and updating the training/coaching materials.
- Trained students from 8 to 40 years old on different types of sports.

LEBANESE RED CROSS- Volunteering 2020-Present