

Ali Yehya

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PROFILE

I am a highly motivated, conscientious, and competent person who possesses in-depth knowledge and expertise gained through various resources. With a proven track record of achievement, I can bring positivity, support, and a creative mindset to any team. I pride myself on taking ownership of challenging problems and maintaining high standards with the desire and passion for continuous professional development, all to assist my employer in achieving their commercial objectives.

Area Of Expertise

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|---|--------------------------------|--|
| ✓ Meta - LinkedIn -Twitter -Google Ads and Google Analytics). | ✓ SEO | ✓ Mailchimp |
| ✓ CMS – WordPress | ✓ SalesNexus – Odoo | ✓ Microsoft Office (Word, Excel, PowerPoint) |
| ✓ Customer Relationship Management (CRM) | ✓ Canva – Photoshop – InDesign | ✓ API-Email Newsletter |

WORK EXPERIENCE

- Social Media Specialist**
TDM Marketing Agency| Lebanon, Beirut

March 2023 – Present

 - Work closely with clients to understand their goals, objectives, and brand voice, and adapt strategies accordingly.
 - Manage and maintain social media accounts across various platforms (e.g., Facebook, Twitter, Instagram, LinkedIn, TikTok, etc.) for multiple clients.
 - Create and Implement social media advertising campaigns, including budget management, targeting, and performance tracking.
 - Conduct market research to gather information about customers, competitors, and industry trends.
 - Collaborate with the creative team to design and produce visually appealing and shareable content.
- Marketing Coordinator**
OXShare| Lebanon, Beirut

September 2023 – March 2023

 - Assist in supervising the marketing department across all company branches, including Lebanon, Turkey, Iraq, Egypt, Indonesia, and Mozambique.
 - Manage and maintain social media accounts across various platforms (e.g., Facebook, Twitter, Instagram, LinkedIn, TikTok, etc.) for multiple clients.
 - Developing and monitoring campaign budgets, while coordinating activities across various social media platforms.
 - Collaborating with advertising and media experts to optimize marketing strategies, staying informed about industry trends, and actively engaging with the team to explore innovative growth strategies.
 - Generating comprehensive reports on the performance of marketing campaigns, offering insights and recommendations for enhancement.
- Marketing Assistant**
B.O.T- HAIVO | Lebanon, Beirut

May 2023 – August 2023

 - Research and analysis: Conduct market research to gather information about customers, competitors, and industry trends.
 - Monitor, Analyze data and track the performance of marketing campaigns using relevant tools (e.g., Google Analytics, social media analytics).
 - Create reports that highlight key metrics and insights to evaluate the effectiveness of different marketing initiatives. Use data to provide recommendations for optimizing future campaigns.
 - Create engaging and relevant content across social media, create Blog posts and email newsletters. Ensure content aligns with the company's brand voice and messaging guidelines.
- Assistant Community Manager**
Rewind Collective | Remote Job (UK)

August 2022 – February 2023

 - Providing engaging text, image, and video content for social media accounts.
 - Respond to comments and customer queries promptly.
 - Search, identify, and establish collaborative relationships with potential influencers and opinion leaders and align seeding tactics with partners to maximize engagement.
 - Monitor and report on feedback and online reviews.
 - Organize and participate in events to build community and boost brand awareness.
- Freelancer**
Remote Job

October 2022 – Present

 - Formulating assignments following prescribed specifications.
 - Ensure that assignments are accurate and well-presented by editing them using Adobe InDesign to meet the employer’s needs
 - Communicate clearly and professionally with clients and other freelancers, both directly and through Project Managers within the Platform to clarify assignment-related expectations, as needed
 - Keeping records of all completed assignments and filing them.

- Create and manage advertising campaigns on Facebook and Instagram such as text, images, and videos that are relevant to the company’s products or services and audience interests to promote the company’s products or services to target audiences.
- Monitoring the activity of competitors’ social media accounts and responding to comments or reviews to monitor the page’s analytics to determine what types of posts are most effective.
- Develop strategies to increase website traffic and conversion rates through organic means such as creating engaging content, and optimizing titles and descriptions.
- Monitor Online conversations about the company, its products, and/or industry trends to identify potential issues or opportunities for growth.

ACHIEVEMENTS

Google Digital Marketing & E-commerce Certification | Google Digital Garage – Coursera – Amideast

- ❖ Learned different tools to develop digital marketing and e-commerce strategies to attract and engage with customers through digital marketing channels.
- ❖ Acquired the fundamentals/ basics of using marketing tools such as SEO, Facebook Ads, Google Ads, Keyword Research, Content Marketing, Google Analytics, Email Marketing, Social Media Marketing, and e-commerce.
- ❖ Learned how to sell products and services online, and increase your web presence along with tracking and measuring Web Traffic.

Assess for Success: Marketing Analytics and Measurement | Coursera

- ❖ Acquired proficiency in defining and executing media planning strategies for marketing campaigns.
- ❖ Developed skills in identifying the key criteria that define a successful marketing campaign.
- ❖ Became capable of making data-driven adjustments to marketing budgets and strategies.
- ❖ PMastered the skill of creating and delivering presentations and reports.

SEO Certification Course | HubSpot Academy

- ❖ Learned how to evaluate and optimize website content using industry best practices to improve SEO.
- ❖ Developed the ability to build backlinks for a website at scale, enhancing its visibility on search engine results pages.
- ❖ Became proficient in using Google Analytics and Search Console to track and measure SEO performance
- ❖ Acquired skills in conducting keyword research to identify high-value keywords for SEO optimization.

Satisfaction Guaranteed: Develop Customer Loyalty Online | Coursera

- ❖ Gained insights into common strategies for building customer loyalty in e-commerce.
- ❖ Acquired the skills to successfully manage client relationships, ensuring satisfaction and long-term partnerships.
- ❖ Learned how to measure client satisfaction and implement improvements based on feedback.

Qualification

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| ✓ Discipline, Determination, and Self-motivation. | ✓ Strong verbal and personal communication skills. |
| ✓ Good understanding of Social Media plats and how to create a marketing campaign. | ✓ The use of judgment and the ability to solve problems effectively and efficiently. |
| ✓ Attention to Detail | ✓ Team player and the ability to work under pressure |

EDUCATION

Bachelor of Arts in Business Management Arab Open University Beirut, Lebanon Graduated with First Class Honors (3.94 GPA)	October 2018 – June 2021
Computer Science Le Cham Beirut, Lebanon	October 2014 – March 2016

LANGUAGES

Arabic: Native or bilingual proficiency	English: Full professional proficiency	French: Limited working proficiency
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