

Charbel Taouk

Marketing Specialist

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Summary

With a solid foundation in marketing and a track record in managerial positions, I believe I bring a valuable blend of skills and experience to the table. My journey is marked by a commitment to continuous growth, where I constantly pursue training and courses to enhance my expertise. I've effectively applied these skills in various contexts, driving successful marketing initiatives and contributing to organizational success. As I move forward, I'm enthusiastic about leveraging my acquired expertise to help organizations achieve their goals, while broadening my knowledge and expanding my skillset.

Professional Experience

Freelance | Social Media Marketing

Jun 2022 - Present

- Assisting clients in managing social media presence.
- Creating engaging content for online platforms.
- Preparing and maintaining content calendars to plan postings.
- Enhancing clients' online presence and visibility.

Dr. Gulnar Wakim | Data Analyst

Jun 2022 – Dec 2022

- Collaborated on several studies with international organizations including UN Women and ILO.
- Designed surveys and created data analysis reports.
- Worked on and implemented sampling strategies for large populations.
- Developed data visualizations (graphs).

Excellence and Beyond Learning Center – Jbeil | Managing Director

Jan 2019 – May 2020

- Established strategic partnerships with educational organizations, fostering valuable collaborations.
- Developed language and test-preparation programs and workshops.
- Collaborated on developing successful marketing campaigns.
- Set and achieved short-term objectives aligned with the organization's strategic plan.

Excellence and Beyond Learning Center – Jbeil | Administrative Coordinator Sep 2016 – Dec 2018

- Evaluated job applications and found highly skilled tutors to match our needs.

- Attracted potential students through effective email and social media marketing.
- Efficiently managed schedules and student accounts.

Freelance | Private University Tutoring

Sep 2014 - Present

- Offering private lessons in Accounting, Management, and Marketing courses.

Education

Lebanese American University, BS in Business Marketing

Sep 2012 – Jun 2016

Overall GPA: 3.55

Certifications

Digital Design and Advertising Certificate | Lebanese American University

(Sep 2023)

- Acquired expertise in fundamental Adobe Illustrator and Photoshop tools and techniques, showcasing my skills through the successful execution of a course project.

Digital Marketing Associate Certification | Meta

(Sep 2021)

- Explored multi-platform advertising, delved into the fundamentals of various social media platforms, and learned how to measure and optimize campaigns
- Completed a 6-course program on Coursera before passing the Meta certification exam.

Competencies

- Creative mindset
- Analytical skills
- Digital marketing
- Data management

Technical Skills

- Microsoft Office
- Google Sheets
- Kobo Toolbox
- Adobe Photoshop and Illustrator