

MOHAMMAD MAJED

DIGITAL MARKETING

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EXPERIENCE

SOCIAL MEDIA INTERNSHIP

BePro marketing agency Oct 2023- Dec 2023

Dynamic digital marketing intern with hands-on experience in developing and implementing strategic online campaigns. Proficient in utilizing social media platforms, and analytics tools to optimize digital presence and drive engagement. Demonstrated ability to contribute to content creation, analyze performance metrics, and collaborate with cross-functional teams.

SOCIAL MEDIA SPECIALIST

Est Talaat Alleik Feb 2022- Oct 2023

- Talaat Alleik Establishment is a food company with a brand known as "La Rose Rouge". My role is to develop this brand through online and offline marketing, such as handling the company social media channels (Facebook, Instagram, LinkedIn.) to reach the desired goal.
- I am well aware of the importance that Ad Agency places on accounting.
 - Develop, implement, monitor, and evaluate the company's marketing communications.
 - Support the marketing objectives targeting maximization of the company's positive exposure.
 - Manage and implement tactical promotions and offers to drive incremental revenue.
 - Handle company social media channels.

EDUCATION

BEIRUT ARAB UNIVERSITY

Bachelor degree in Business 2018-2021

During my bachelor's degree ni business, I gained a comprehensive understanding of key business concepts, including accounting, finance, marketing, management, and operations. Through a combination of lectures, case studies, and group projects. I developed strong analytical, communication, and teamwork skills that are essential for success in the business world.

CERTIFICATIONS

-  **MASTERING DIGITAL MARKETING**
Amideast Lebanon | October 2022
-  **ICDL 003**
Certiport | April 2021

LANGUAGES

- ARABIC

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FLUENT
- ENGLISH

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FLUENT
- FRENCH

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PROFICIENT