

MARC ANTHONY IMAD

Data and Business Analyst

Mkalles - Beirut, Lebanon
+961 78 875 252
mark.imad@outlook.com
https://www.linkedin.com/in/mark-imad

EXPERIENCE

Global IM Officer

Medair - Lebanon

February 2023 – December 2023

- Prepared necessary forms for implementing humanitarian aid across different sectors such as health, nutrition, and shelter.
- Analyzed data and prepared visualizations for key organizational partners to decide which humanitarian actions are required.
- Documented and brainstormed new ideas and technological iterations to improve processes across the organization.

Data Specialist

Global Aim Trading and Shipping - Lebanon

January 2022 – December 2022

- Integrated modern infrastructure for better data organization, digitalization, cleaning, and analysis.
- Optimized existing organizational structure.
- Established and strengthened cyber-security, ERP tools, and collaborative software for better workflow.
- Participated in technical discussions to aid system design, analysis, and troubleshooting.

Digital Marketer & Web Designer

Blue Grapes - Lebanon

February 2022 – June 2022

- Handled periodic social media editorials, ad campaigns, benchmarking for competitors, and digital sales funnels.
- Copywrote articles and blog posts.
- Provided detailed and in-depth analyses of customers' websites, proposed design solutions, and handled basic landing page creations

Marketing Coordinator

Global Aim Trading and Shipping - Lebanon

January 2021 – December 2021

- Initiated contact with new international agents and stakeholders.
- Communicated with international stakeholders and agents about port customs and legal procedures.
- Spearheaded the statistical department by establishing numerical values and assigning estimates and benchmarks for company sales, as well as monitoring the insurance sector's efforts.

Sales Agent

Global Aim Trading and Shipping - Lebanon

January 2020 – December 2020

- Initiated cold calls, and presented company services.
- Handled all procedures related to consumers' goods, shipments, and clearances.
- Provided updated shipment and clearance rates.

EDUCATION

Computer Science, additional post-graduate coursework
Bachelor of Management
Information Systems

Notre Dame University (NDU), Zouk Mikael, Lebanon.

Digital Marketing Certification

Lebanese American University (LAU), Beirut, Lebanon

Google Business Intelligence Professional Certificate

LANGUAGES

Arabic - Mother Tongue
English - Advanced
French - Advanced
Spanish - Limited Working Proficiency

SKILLS

- Agile Methodology.
- Git technology and versioning.
- Effective cross-departmental communication.
- Knowledge and hands-on experience with operating systems.
- Proper documentation and knowledge sharing.
- Strong operational skills and support mindset.

SOFTWARE SKILLS

- Atlassian Tools
- HTML/CSS
- Microsoft Office Suite and Google Suite proficiency.
- ODK forms
- Python
- Qlik Analyzer
- RapidMiner
- Social media knowledge (Instagram, Twitter, Snapchat, YouTube, TikTok, Twitch)