

# Mark Harfouche

## Social Media Manager

Beirut, Lebanon | +961 70 785 174 | [markharfouche2@gmail.com](mailto:markharfouche2@gmail.com)  
Nationality: Lebanese-Canadian

**Content Creation | Social Media Ads | Website Coordinator**

## QUALIFICATION SUMMARY

With over five years of experience in the dynamic field of social media, I have honed my skills in content creation, online advertising, website maintenance, and customer communication. I have successfully developed engaging and impactful content strategies that have resulted in increased brand visibility and audience engagement.

**Technical Skills:** Content Calendar, E-Commerce, Search Engine Marketing, Google Analytics, Search Engine Optimization, Adobe Photoshop, Microsoft Office Suite

**Platforms:** Hootsuite, Business Suite, Instagram, Facebook, LinkedIn, TikTok, X (Twitter), Pinterest, Shopify, Squarespace

**Language Skills:** English and Arabic

## RELEVANT PROFESSIONAL EXPERIENCE

**Social Media and Digital Marketing Manager**  
G-Concrete

01/2023 – present  
Jisr El Bacha, Lebanon

- Created engaging content to effectively communicate brand messaging and brand identity while enhancing organic follower growth on Facebook and Instagram
- Launched and managed a TikTok and LinkedIn channel, producing specific content for each
- Launched and monitored paid and organic campaigns using Meta and Google Ads
- Conducted thorough market research and competitor analysis to identify audience segments, key trends, and opportunities
- Produced monthly comprehensive marketing reports featuring data-driven visuals, showcasing campaign performance metrics and social media analytics

**Social Media Manager**  
RiverHill Market

03/2021 – 12/2022  
New Hampshire, United States of America

- Implemented an organic growth strategy utilizing local resources, resulting in an increase of 1000 local followers within the first week
- Highlighted previously overlooked products, leading to increased sales and broader audience engagement
- Managed social media platforms by creating compelling visuals, including posts and stories on a daily basis, and analyzing key metrics to optimize engagement using Meta Business Suite

**Social Media and Digital Marketing Manager**  
Loulou's Bakery

01/2021 – 11/2022  
New Hampshire, United States of America

- Launched monthly online campaigns, yielding a remarkable 70% increase in sales, enabling the bakery to expand into 18 new supermarket branches within 4 months, and an additional 27 later

- Secured interviews with NH Magazine, The Hippo Newspaper, WMUR channel, and a visit by NH Governor Chris Sununu, leading to enhanced local exposure
- Oversaw e-commerce shop responsibilities, including adding products, organizing sections, and managing stock inventory
- Enhanced search engine ranking (SEO) by implementing an optimized website design using Squarespace, incorporating relevant keywords, and establishing credible inbound links
- Consistently maintained local listings, and review pages while also generating compelling, weekly content across all social media platforms

**Social Media Specialist  
and Assistant Shop Manager**  
Les Trois Fleurs

04/2018 – 06/2020  
Achrafieh, Lebanon

- Polished the shop's e-commerce website and brand persona
- Lead online campaigns via Google, Bing, Yahoo, Facebook and Instagram, along with email marketing campaigns, resulting in an impressive boost in sales during special occasions
- Enforced online presence by creating daily engaging content on all social media channels using Hootsuite
- Engaged with clients on regular basis, providing help and suggestions to different products, while communicating with cooperating companies for collaboration
- Kept track of the business' cash flow. Created invoices, quotations and detailed BOQs using Microsoft Excel

## **EDUCATION**

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**Bachelor Degree of Architecture**  
Notre-Dame Louaize University

05/2017  
Zouk Mosbeh, Lebanon

**Ontario Secondary School Diploma**  
Michael Power St. Joseph High School

06/2010  
Toronto, Canada

## **CERTIFICATES**

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- **Google Analytics Individual Qualification** 09/2023  
Google Analytics
- **The Fundamentals of Digital Marketing** 10/2021  
Google Digital Garage
- **Search Engine Optimization** 9/2021  
University of Illinois via Coursera
- **Social Media Management** 12/2020  
Facebook Inc via Coursera
- **Project Management** 10/2020  
University of California via Coursera