

# Imad Eddine Al Ahmad Matar

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## About

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An MBA student with a strong passion for marketing strategy, creative design, and effective communication, I thrive at integrating innovative concepts with strategic insights to set impactful campaigns and engaging visual content. My academic background and experience in marketing, business development, & campaign management, combined with my entrepreneurial expertise, and driven by a deep passion for the beauty industry, I have successfully grown my e-commerce business to over 100k followers on social media, leveraging market insights, creative strategies, and customer engagement to build a thriving brand.

## Education

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### Rafik Hariri University – Mechref, Lebanon

Aug 2024 - Present

- *Masters in Business Administration (MBA)*

### Rafik Hariri University – Mechref, Lebanon

Sep 2021 - Apr 2024

- *Marketing and Advertising Major*
- *Graphic Design Minor*
- President's Honor List
- Overall GPA of 3.85

## Work Experience

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### Freelance E-Commerce Beauty Business – @madshoplb

Jan 2021 - Present

#### Founder, Customer Service, Content Creator and Social Media Manager

- Manage client relationships, ensuring customer satisfaction and retention.
- Identify customer needs and provide tailored solutions, increasing overall sales.
- Monitored inventory levels and forecasted demand to maintain optimal stock levels for high-demand items.
- Sourced trending products and negotiated supplier agreements to expand the product portfolio, ensuring profitability and customer satisfaction.
- Regularly analyzed sales reports to identify growth opportunities and inform strategic buying decisions.
- Develop and create marketing plans and content to increase revenue and customer base.
- Manage social media accounts to stay up to date with the latest trends (95k+ followers).
- Communicate with and take orders from customers through telesales.

**Malia Group – Lebanon**

June 2024 - August 2024

**Marketing Internship Program**

- Contributed to product development, working closely with cross-functional teams to bring new products to market.
- Managed Meta Ads campaigns, optimizing ad performance and targeting to achieve key marketing objectives.
- Created engaging content to drive brand awareness and audience engagement for MaliaTech

**Zulfa – Lebanon**

Nov 2023 - Dec 2023

**Social Media Content Creator, Designer, Photographer**

- Managed and maintained the social media content calendar.
- Provided photography services and visual content for Zulfa's pastry collections.
- Monitored social media analytics to track performance, identify trends, and optimize content strategy for maximum reach and engagement.
- Designed captivating social media posts.

**Workshops**

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**UNICEF**

2022

**PSEA Workshop**

- Understood the UN Standards of Conduct and policies on sexual exploitation and abuse.
- Gained insights into the psychological impact of SEA on victims and the accountability measures for offenders.

**JCI**

2022

**Marketing Workshop**

- Learned effective marketing strategies to raise awareness about the NGO's mission.
- Ensured that all communications reflect the organization's core values and resonate with target audiences.

**University Courses**

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**Marketing Research Course**

- Conducted a detailed market research for "Augmented Reality in the Clothing and Retail Industry" for market data analysis
- Prepared reports using surveys and market analysis to explain consumer behavior and awareness regarding AR in the fashion industry.

**Social Media Marketing Course**

- Developed and implemented social media communication strategies to enhance brand visibility and engagement.

- Managed multiple social media channels, including Instagram, Facebook, and Twitter, ensuring consistent messaging and content across platforms.

### **Introduction to Graphic Design Course**

- Created a festive themed cup design for the McCafe “Holiday Cup” design competition.
- Designed aesthetic brochures to showcase home design brand identity.

### **Design I Course**

- Designed corporate identities and restaurant branding including business logos, packaging, stationary, billboards, and website banners on different devices.

## **Skills**

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- **Communication:** Interpersonal communication skills, persuasive skills, presentation skills, teamwork and collaboration, problem solving, goal-oriented
- **Marketing:** Sales, customer engagement, telesales, digital marketing, Meta Ads, social media management, content creation
- **Advertising:** Ad Management (Instagram, Facebook, Google), Analytics, and Reporting
- **Graphic Design:** Digital Illustration, Branding and Identity, Typography, Photography, and Animation
- **Tools:** Microsoft Office Suite, Adobe Photoshop, Adobe Illustrator, Adobe After Effects.

## **Languages**

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- **Arabic:** Native/Bilingual Proficiency
- **English:** Native/Bilingual Proficiency
- **French:** Basic Knowledge