

EDUCATION

Bachelor of Communication Arts in Advertising  
Lebanese International University

10/2018 - 05/2024 Beirut, Lebanon

WORK EXPERIENCE

Marketing and advertising specialist  
Dare21

05/2024 - Present Beirut Lebanon

Achievements/Tasks

- Budgeting and Planning: Developed and managed marketing budgets for cost-effective campaigns. Monitored and adjusted budgets to maximize ROI.
- Target Audience Segmentation: Identified and segmented target audiences for personalized conversion rates with targeted advertising.
- Performance Tracking and Reporting: Monitored and analyzed campaign performance with analytics tools. Provided clients with detailed reports and actionable insights.
- Client Relationship Management: Held weekly meetings with clients to discuss progress and gather feedback. Built strong client relationships by delivering results.

Advertising and Marketing Specialist  
Freelance

11/2023 - 04/2024 Beirut, Lebanon

Achievements/Tasks

- Utilizing trend research, market analysis, and consumer behavior analysis to develop effective approaches that increase brand awareness and promote business goals.
- Overseeing end-to-end campaign execution across digital and social media platforms.
- Supervising campaign development from planning to execution, ensuring alignment with objectives, budget, and brand messaging.
- Developing and implementing customized strategic marketing plans that meet business goals and successfully engage target audiences.

Junior Marketeer  
Marketeers

05/2023 - 10/2023 Beirut, Lebanon

Achievements/Tasks

- Social Media Growth: Drove increase in social media followers by implementing targeted outreach strategies and daily interaction with the community.
- Enhanced social media profiles for mobile devices, driving a quantifiable 25% increase in mobile engagement.
- Successfully cultivated and sustained a cohesive brand voice, leading to a 30% boost in brand recognition and a notable 20% rise in customer trust levels.
- Communication Skills: Orchestrated targeted communication initiatives with customers, leading to a 90% reduction in response time; introduced personalized customer outreach program, elevating positive feedback by 20% and fostering stronger customer relationships.
- Efficiently orchestrated cross-functional social media campaigns, ensuring timely delivery while achieving a 15% improvement in mobile optimization metrics.

SKILLS

Communication

Leadership

Teamwork

Creative Thinking

CRM

Detail Oriented

Adaptability

Creativity

Multitasking

Problem-Solving

Time management

Writing and Editing

Content Creation

SEO

VOLUNTEERING

Scouts (01/2006 - 08/2018)

- Develop good working relationships based on trust and Scout values
- Organizing the activities of the group
- Training the youth members through the Scout program

INTERNSHIP

Junior Marketing Specialist (09/2022 - 12/2022)

SEV Laser

CERTIFICATES

Content Marketing Foundations (03/2023 - 03/2023)

Content Marketing

Marketing for Social Change (03/2023 - 03/2023)

Marketing Strategy; Social Change

Leadership Mindsets (02/2023 - 02/2023)

Transformational Leadership

Marketing: Copywriting for Social Media  
(02/2023 - 02/2023)

Social Media Marketing

Social Media Stories: Creative Strategies and Tips  
(02/2023 - 02/2023)

Social Media Marketing

The Fundamentals of Digital Marketing  
(02/2023 - 02/2023)

LANGUAGES

Arabic  
Native or Bilingual Proficiency

English  
Native or Bilingual Proficiency

Armenian  
Native or Bilingual Proficiency