



Mohamad Saad

Employment

Personal details

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Skills

- Microsoft Office
- Problem Solver
- Strategic Solutions
- Social Media & SEO Strategist
- Social Media Marketing & Paid Ads
- Canva
- Website Builder (WordPress, Shopify, WooCommerce)

Languages

- English
- Arabic

Manager

Aug 2016 - Nov 2020

Msaad Group, Lebanon

- * Social Media Strategist: Managing the company's social media platforms. Creating and implementing engaging content strategies that resulted in a 20% increase in followers and a 15% boost in engagement rates within 3 months.
- * Marketing Budget Management: Analysing budgets, preparing annual budget plans, and scheduling expenditures to optimize marketing resources and achieve financial goals.
- * Sales Support: Providing the sales team with the necessary resources to help them meet their quotas and goals, ensuring alignment between marketing and sales strategies.

Manager

Aug 2017 - Jun 2020

Naranj Restaurant, Lebanon

- * Social Media & Marketing Savvy: Managing the restaurant's social media presence. Creating engaging content and promoting services and events to the local community. Developing and Executing marketing campaigns using brochures and social media advertisements.
- * Inventory Management: Overseeing product, supply, and equipment inventory to maintain smooth operations.
- * Restaurant Design & Launch: Played a key role in planning and designing the restaurant's front-office and kitchen layout before opening.
- * Food Safety Champion: Maintaining the highest standards of food safety and hygiene by ensuring that all food preparation areas were cleaned and that food was handled according to regulations. Enhancing restaurant visibility and overseeing daily operations to ensure a successful and safe dining experience.

Education

Facebook & Instagram Marketing Practical Course

Jul 2024

Intoact

Completed a practical course in Facebook & Instagram Marketing. Gained proficiency in social media advertising, and content strategy. ([certificate available](#))

Digital Marketing Professional Practice Program

Oct 2023

CIS, Lebanon

Completed a certificate program from CIS that provided me with a strong foundation in digital marketing. The program covered essential areas, including:

- Search Engine Marketing SEM & SEO.
- Social Media Marketing.
- Email Marketing.
- Search Engine Advertising.
- Marketing Analytics including Google Analytics.

- Canva Graphic Design.
- In addition, I was introduced to ChatGPT, a large language model with potential applications in digital. ([certificate available](#))

Digital Marketing Training Program

Nov 2022 - Mar 2023

[Amideast, Lebanon](#)

Gained a strong foundation in digital marketing, acquiring expertise in key areas such as social media marketing, email marketing, SEM, search engine advertising including Google Ads, and analytics including Google Analytics. ([Certificate Available](#))

Google Digital Marketing and E-commerce; Amideast certification program

Nov 2022 - Aug 2023

[Google; Amideast * Lebanon](#)

Completed the Google Professional [Certificate in Digital Marketing & E-commerce](#) on Coursera, gaining hands-on experience in this field:

- Developed a strong foundation in digital marketing strategy, campaign execution, and performance measurement.
- Possess competency in SEM and Search Engine Optimization (SEO) to improve organic website visibility.
- Familiarity with e-commerce platforms, preparing me to contribute to online store management and growth.
- Possess the ability to develop and execute comprehensive digital marketing campaigns across various channels.
- Ready to apply these skills to implement and manage successful digital marketing and e-commerce strategies for businesses.

Diploma in Web Design

2021

[Meshkat](#)

Acquired the foundational skills needed to build modern websites. Completed a Diploma in Web Design program at Meshkat, gaining practical knowledge from experienced instructors. Through this program, I developed a strong understanding of the web design process, including HTML5 for structuring web pages, CSS for styling web pages, and jQuery & Bootstrap for adding interactivity and responsiveness to web experiences. ([Certificate Available](#))

Microsoft Certified Systems Engineer (MCSE)

2011

[New Horizons, Kuwait](#)

Completed an intensive training program in the Microsoft Certified Systems Engineer (MCSE) curriculum at New Horizons Kuwait and acquired expertise in planning, implementing, and maintaining Microsoft server and network environments. ([certificate available](#))

Training Diploma in Management and Commercial Sciences

2010

[United Arab Institute for Private Training, Kuwait](#)

This program equipped me with the foundational knowledge of business management principles and commercial practices.

Certificates

Time Management - Forward MENA

[certificate available.](#)

Email and Newsletter Marketing Foundations - LinkedIn
[certificate available.](#)

Content Marketing Foundations - LinkedIn
[certificate available.](#)

Social Media Marketing Foundations - LinkedIn
[certificate available.](#)

Digital Marketing Foundations - LinkedIn
[certificate available](#)

Marketing on Instagram - LinkedIn
[certificate available.](#)

Marketing on Facebook - LinkedIn
[certificate available.](#)

Google Ads Essential Training - LinkedIn
[certificate available.](#)

SEO Foundations - LinkedIn
[certificate available.](#)

How to Use AI for Your Copywriting - Digital Marketing Institute
[certificate available.](#)

Digital Planning 2024 - Boot Camp Digital Training
[certificate available.](#)

Social Media Certified - Hubspot
[certificate available.](#)

Training in Developer Program - Accenture
[certificate available.](#)