

Issa Ayash

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Professional Summary

Creative and data-driven Digital Marketing Specialist with strong experience in social media strategy, paid ad campaigns, content creation, and analytics. Founder of "Click," a media production startup, with proven success in boosting brand presence and engagement. Currently pursuing an MBA with a solid foundation in MIS, combining business insight with tech-savvy marketing strategies.

Key Skills

- Social Media Strategy & Management
- Paid Ads (Meta, Google)
- Content Creation & Reel Production
- Email Marketing (Mailchimp)
- SEO & SEM
- Analytics (Google Analytics, Meta Insights, Power BI)
- Branding & Digital Strategy
- Canva, Adobe Suite, CapCut
- Project Management

Professional Experience

Digital Marketing Coordinator & Specialist – AHLA FAWDA

Beirut, Lebanon | 2025 – Present

- Coordinate and execute digital media strategies for social campaigns aligned with NGO objectives.
- Lead content planning, social media management, and performance reporting.
- Run paid ads and awareness campaigns to maximize engagement and impact.
- Collaborate with creative and outreach teams to deliver consistent brand messaging.

Founder & Digital Marketing Lead - Click

Beirut, Lebanon | 2024 - Present

- Founded a startup offering content creation, digital marketing, and media services for local brands.
- Managed social media calendars, produced reels, and executed ad campaigns for clients across F&B and fashion.
- Built partnerships and executed campaigns with influencers including King Followdex (2M+ followers), YoungFundr (200K+), and Kakao (400K+), boosting brand visibility and reach.
- Successfully served tens of clients, providing tailored digital strategies and creative direction.
- Developed brand strategies and visual identities, increasing engagement by over 50% on average.

Marketing Analyst - Belgian Blue Livestock Organization

Beirut, Lebanon | 2021 - 2024

- Led customer behavior analysis to guide digital marketing strategies for livestock exports.
- Implemented market segmentation and target audience profiling based on regional data.
- Supported digital communications to reach new B2B clients across Lebanon, India, and Ukraine.

Data Science Intern - XpertBot Organization

Remote | 2025

- Applied data science techniques to monitor digital trends and optimize campaign targeting.
- Used tools like Python, Excel, and Power BI to analyze marketing data.
- Collaborated with senior analysts to develop dashboards and automate reporting.

Education

MBA - Business Administration

Lebanese International University | 2025 - 2027

Bachelor's - Management Information Systems (MIS)