

# GEORGE AL AZAR

## Marketing Analyst

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### SUMMARY

Versatile individual with a Bachelor's degree in Management Information Systems and diverse experience across administration, reporting, and digital marketing. Proven track record as a Front Desk Officer and Receptionist, enhancing customer experience and managing operations. Developed strong analytical and marketing expertise as a Reporting Clerk and later as a Digital Marketing Analyst, gaining hands-on experience with Meta Ads, Google Ads, A/B testing, conversion tracking, and data visualization in Looker Studio. Adept at optimizing campaigns, presenting performance insights to leadership, and driving business growth through data-driven strategies.

### KEY ACHIEVEMENTS



#### Boosted Campaign ROI

Increased campaign ROI by 30% within three months using data-driven strategies.



#### Enhanced Reporting Efficiency

Reduced reporting time by 25% through process improvements and automation.



#### Elevated Customer Satisfaction

Improved customer satisfaction scores by 15% as a front desk receptionist.



#### Managed Campaign Portfolio

Successfully managed 50+ digital marketing campaigns, improving overall performance by 20%.

### EXPERIENCE

08/2023 - 07/2024

UAE | Remote

#### Marketing Analyst

Maids.cc

- Campaign Management: Developed, executed, and optimized digital marketing campaigns across multiple platforms, including Facebook Ads and Google Ads
- Data Analysis: Analyzed campaign performance using tools like Looker Studio, providing actionable insights to improve ROI and meet KPIs
- Audience Targeting & Retargeting: Conducted audience segmentation, targeting, and retargeting strategies to maximize campaign effectiveness
- A/B Testing: Implemented A/B testing methodologies to determine the best-performing creatives, audiences, and messaging
- Performance Reporting: Regularly presented detailed performance reports to the CEO, highlighting trends, seasonality, and growth opportunities
- Conversion Optimization: Implemented conversion tracking and optimizations, including offline conversions and the conversions' API, to better measure and enhance campaign effectiveness

03/2023 - 08/2023

UAE | Remote

#### Reporting Clerk

Maids.cc

- Data Entry & Management: Accurately entered and maintained large volumes of data, ensuring the integrity and confidentiality of sensitive information
- Report Generation: Compiled and generated daily, weekly, and monthly reports, providing key insights to senior management
- Document Coordination: Managed and organized company documents, ensuring they were easily accessible and properly archived
- Cross-Departmental Communication: Liaised with various departments to gather and verify information needed for comprehensive reporting
- Process Improvement: Identified and recommended improvements to streamline reporting processes, contributing to increased efficiency

2020 - 2022

Lebanon | Remote

#### Video Editor

Public Services International

- Used a variety of video editing software to create creative contents with full transcripts and subtitles
- Created a library of sound and visual effects to use for various projects
- Assisted the lead video editor with various tasks including trimming scenes and reviewing video footage prior to publication
- Used editing software to digitize and import both audio and video footage

# EXPERIENCE

2016 - 2019

Beirut, Lebanon

● Front Desk Receptionist

Fit District

- Telephone and front desk reception
- Database and records management
- Customer service
- Executive and administrative support
- Calendar management
- Office and supply maintenance

# EDUCATION

2017 - 2020

Beirut, Lebanon

● Bachelor Degree in MIS

Sagesse University

- Major: Management Information System
- Minor: Business Administration

2016

Beirut, Lebanon

● Lebanese Official Baccalaureate

College Sacre-Coeur Gemmayze

- Major: Economic Sciences

# SKILLS

A/B Testing	Adobe Audition	API	Audition	CSS	Data Entry	Davinci Resolve	Excel	Facebook Ads
Filmora	FL Studio	Google Ads	HTML5	Microsoft Office	PHP	Power Point	SQL	Video Editing

# LANGUAGES

Arabic Native	●●●●●	English Proficient	●●●●●	French Intermediate	●●●●●
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