

## Education

<b>Master's Degree in Business Administration</b> <i>Marketing, Honor's List   University of Balamand</i>	2022 - 2024
<b>Bachelor's Degree in Medical Laboratory Sciences</b> <i>University of Balamand</i>	2018 - 2022

## Experience

<b>24SQ - Digital &amp; Tech Agency</b> <b>Marketing Manager</b>	<b>London, UK</b> September 2024 - Present
<ul style="list-style-type: none"><li>Managed Abbott's UK &amp; IE website content based on client feedback, while coordinating with the team to ensure seamless project execution and capacity management.</li><li>Reviewed client scope of work by analyzing website SEO ranks to suggest content improvements and pitch actionable strategies.</li><li>Collaborated with upper management in strategic meetings to monitor internal feedback, identify growth opportunities, and oversee team tasks from quote approval to final delivery.</li></ul>	

<b>Maids.cc</b> <b>Community Lead</b>	<b>Dubai, UAE</b> July 2024 - September 2024
<ul style="list-style-type: none"><li>Leading community management efforts to maintain a consistent brand voice, respond to audience queries, and identify opportunities to foster strong audience relationships through curated content.</li><li>Collaborating with internal teams to set marketing goals and KPIs aligned with the company's short and long-term objectives, ensuring cohesive execution.</li><li>Tracking results and trends to provide strategic recommendations, address client concerns, and adapt strategies to meet evolving needs.</li></ul>	

<b>Ads Analyst</b>	June 2023 - June 2024
<ul style="list-style-type: none"><li>Planned and executed campaigns across Meta, LinkedIn, Twitter, and TikTok Ads Manager using specific objectives and buying types to enhance performance.</li><li>Managed campaigns, explored new targeting options, and collaborated with the creative team to request ad creatives for campaign rotations.</li><li>Conducted A/B tests and analyzed performance to optimize for higher CVRs and lower CPAs.</li></ul>	

<b>SVA Agency</b> <b>Account Manager</b>	<b>Beirut, Lebanon</b> June 2022 - June 2023
<ul style="list-style-type: none"><li>Managed company social media platforms and designed marketing assets such as website blogs, courses, presentations, and social media posts to ensure engaging, brand-aligned content.</li><li>Led a cross-functional team to manage 10 client accounts and developed integrated marketing strategies including social media and email campaigns.</li><li>Analyzed marketing performance through reports, conducted market research, managed the sales pipeline, and provided actionable insights to enhance brand awareness and drive data-driven decision-making.</li></ul>	

## Publications

- The Role of Social Media Presence and Personalization in Increasing Sales and Achieving Sustainable Business Growth.**  
Published in *Springer Nature Group* on February 4th, 2024
- The Implications of AI on Marketing Agencies and the Employee Experience Specifically in Lebanon.**  
Presented at the *University of Balamand* on June 4th, 2024

## Memberships

- Founding Member & Secretary, Business Connections Club at UOB** 2022 - 2024
- Marketing Collaborator & Coordinator, Rotaract Mediterranean MDIO** 2021 - 2023
- Member, Director, Board of Directors, Rotaract Club of Aley** 2018 - 2023

## Skills and Competencies

- Technical Skills:** Semrush, Adobe Experience Manager, Canva, WordPress, MS Office, Google Products.
- Soft Skills:** Effective Communication, Leadership, Teamwork, Strategic Thinking, Detail Oriented.
- Competencies:** Business Strategy, Strategic Consumer Behavior, Quantitative Methods, Marketing Research