

Sarah Nasser

Digital Marketing Specialist

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Profile:

A Digital Marketer with two years of experience in the field and a background in Electrical Engineering. Proficient in Graphic Design and experienced in freelancing across platforms like Meta, TikTok, and Google Ads. Skills include developing visually appealing content and executing effective digital campaigns. Passionate about blending technical expertise with creative strategies to enhance brand visibility and engagement.

Skills:

- Social Media Marketing
- Google Ads Management
- Digital Campaign Management
- Content Creation
- Social Media Strategy
- SEO/SEM Strategy
- Data Analysis
- Market Research

Experience:

Digital Marketing Specialist/ Freelance

May 2022 – Present

Specializing in creating tailored digital marketing strategies and high-impact visual content for a diverse range of clients, including small businesses, e-commerce platforms, and personal brands. Delivered results such as a 25% increase in social media followers and a 20% boost in online engagement within 6 months across various campaigns.

- Developed and implemented online and offline marketing campaigns, resulting in a 20% increase in brand engagement across social media platforms such as Facebook, Instagram, and TikTok.
- Designed and produced high-quality visual content using Adobe Illustrator, Photoshop, and After Effects, creating over 30 graphics and multimedia pieces to support marketing campaigns.
- Managed and optimized social media accounts, planning and scheduling daily posts, and interacting with followers, which led to a 30% growth in follower count and a 25% increase in website traffic.
- Conducted in-depth market research and A/B testing on ad creatives, identifying the most effective combinations and increasing conversion rates by 10%, while also increasing lead generation by 20%.
- Developed, implemented, and optimized SEM/SEO strategies across multiple channels, adhering to a targeted budget and achieving a 20% increase in campaign performance and a 15% improvement in return on investment (ROI).
- Supported in-mall marketing activities for a new store opening, including developing digital campaigns that increased foot traffic by 40% and online engagement by 25%, while collaborating with marketing, sales, and product teams to ensure cohesive promotional efforts.

Electrical Engineer/Smart Power by Smart Business SAL

October 2021 – October 2023

Offering sustainable/ renewable energy solutions and energy management systems. Serving multiple sectors, notably farming, industries and utility systems.

- Responded to and resolved client questions and concerns, handling an average of 20 enquiries per week.
- Designed over 40 on-grid and off-grid photovoltaic systems, preparing layouts and single line diagrams for 35 projects using AutoCAD.
- Analyzed and prepared detailed design reports for more than 60 projects.
- Provided engineering support for over 30 projects during development and implementation.
- Conducted testing and commissioning of PV systems, ensuring compliance for 25 installations.
- Managed sales, solution design, material procurement, and installation supervision of solar systems for 35 projects.

Education:

Master of Business Administration in Management

Lebanese International University

October 2020 – June 2022

Master of Science in Electrical Engineering

Lebanese International University

October 2018 – June 2020

Bachelor of Science in Electrical Engineering

Lebanese International University

October 2015 – June 2018

Certifications:**Certificate of Completion “Digital Marketing Training”**

Joseph Yaacoub Digital Marketing Consultant

October 2024

Certificate of Completion “Employment Hub Program”

The Nawaya Network

October 2024

Additional Skills:

- **Technical Skills:** Proficient in Microsoft Office (Word, Excel and PowerPoint), Google Suite and Google Analytics.
- **Languages:** Fluent in Arabic (Native), English (Professional), and French (Intermediate).
- **Soft Skills:** Analytical Thinking, Communication, Time Management, Attention to Detail, Teamwork, Problem-Solving, Stress Tolerance, Flexibility.