

Bahaa Nuweihed

Ras El Metn, Lebanon | +961 76 948 936 | nuweihedbahaa@gmail.com | [LinkedIn](#)

Ambitious Digital Marketing undergraduate seeking to apply academic knowledge in a practical setting. Eager to contribute to innovative marketing initiatives while staying current with industry trends.

Academic Experience

American University of Science and Technology

SEO| MKD 415

- Collaborated with a cross-functional team comprehensive to conduct keyword research and analysis to inform SEO strategy for academic marketing projects. Applied SEO tools to evaluate search trends and optimize content, leading to improved visibility.

Social Media Platforms and Analytics| MKD 330

- Analyzed social media data to optimize marketing strategies and support project goals.
- Conducted competitive analysis to identify and select optimal social media platforms.
- Monitored key metrics (engagement rates...) to develop targeted strategies.

Education

American University of Science and Technology

- **Bachelor of Science in Marketing, emphasis on Digital Marketing| GPA 3.03(distinction)**

Coursera Certifications

- Introduction to Strategic Brand Management
- Brand Management: Strategies for a strong brand
- Generative AI
- Technologies and Platforms for AI

Technical & Soft skills

- Proficient in Microsoft Office Suite (Word, Excel, PowerPoint, PowerBI...)
- Canva
- Odoo
- CapCut
- Communication
- Social Media
- Time Management
- English(professional)
- Arabic(fluent)