

Ali Hijazi

Marketing Specialist

Date of Birth 20th of November 2002

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Experience

2023 – Current

Founder & Owner – La Veia

- Launched and scaled a private-label beauty brand specializing in makeup bags and brushes, with a growing product line and a focus on innovation.
- Conceptualized and executed Instagram ads and feed content, delivering unique, eye-catching campaigns that achieved high ROAS and consistently drove conversions.
- Grew brand awareness through influencer collaborations, partnerships, and organic content, building a loyal and engaged customer base.
- Leveraged data-driven decision-making to refine marketing strategies, resulting in sustained revenue growth and over 300+ repeat customers.
- Achieved and maintained a 100% positive customer satisfaction rate with exceptional product quality and packaging.
- Successfully positioned the brand as a strong competitor in the beauty industry by balancing creativity, strategy, and measurable impact.
- Led the growth of my brand, achieving substantial annual sales figures.

Marketing – Freelancer

2024 – Current

- Successfully collaborated with various industries, including beauty, fashion, and accessories, delivering high ROAS through proven advertising strategies.
- Developed and implemented creative content strategies that yielded outstanding results in brand growth and online presence
- Monitored target audience perceptions through social media analytics, using insights to refine campaigns and align with brand messaging.
- Executed engagement campaigns that achieved exceptional audience interaction and boosted brand visibility.
- Conducted A/B testing for ad creatives and content, refining strategies to maximize performance and deliver exceptional ROI.
- Analyzed key performance metrics to optimize digital campaigns, ensuring they consistently exceeded set KPIs and objectives.

Education

2021 – 2024

Bachelor degree in Marketing

Lebanese International University (LIU), Beirut

Certificates

Aug 2024

Facebook ads & Facebook Marketing MASTERY 2024 – **Udemy**

Content Creation for Social Media - **Udemy**

Mega Digital Marketing Course -**Udemy**

Sep 2022

Digital Marketing course – **CIS College**

2022 – 2024

Social Media Viral Marketing Masterclass, Mastering Facebook Ads, Scaling & automating Shopify stores, Cutting edge Product Research Secrets – **Wolf Of Bey (WOB) E-commerce Course**

Skills

- Creativity and problem-solving skills
- Negotiation & Partnerships
- Copywriting & Editing
- Google Analytics & Ad Campaigns
- Excellent interpersonal skills
- Strong communication skills
- Social Media Management

Links:

laveiabeauty.com

Languages

Arabic



Native

English



Very Good