

Ahmad Maatouk

Marketing Coordinator

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Summary

A results-driven Marketing Coordinator with expertise in market research, campaign management, and digital marketing to drive business growth. Skilled in SME analytics, CRM systems, and performance tracking, ensuring data-driven and engaging strategies. Strong communicator with a talent for storytelling, strategic planning, and problem-solving to optimize marketing efforts. Passionate about bridging creativity with strategy to enhance brand visibility and impact.

Professional Experience

Marketing Coordinator

Jun2023 – Till Date

Cadeaux Maatouk

Gift shop specialized in board games and perfumes

- Increased audience engagement by 30% and follower growth by 25% through high-quality, data-driven content.
- Boosted content effectiveness with a 10% rise in click-through rates by analyzing KPIs and implementing strategic plans.
- Achieved a 15% reduction in marketing costs and a 20% increase in campaign reach through efficient resource allocation.

Sales Assistant

Apr2022 – May2023

Qatar Duty Free

- Surpassed monthly sales goals by 30% via personalized consultations and strong client relations.
- Maintained a 95% customer satisfaction rate through tailored beauty solutions and exceptional service.
- Increased average transaction value by 20% through effective upselling and trend-based product demos.

Showroom Assistant Manager

Mar2021 – Apr2022

Cremino

- Improved service speed by 25% by supervising and training staff of 6 and optimizing workflows.
- Enhanced customer satisfaction and collaboration, resolving complaints 40% faster.

Sales Assistant

Aug2019 – Jul2020

Najjar (ANC)

Company specialized in curtains in furniture

- Boosted daily sales by 25% through customer-centric service and merchandising.
- Achieved 99% accuracy in transactions and contributed to a 15% improvement in store performance.

Educations

Bachelor in Business Administration

Sep2017 – Dec2020

Lebanese University

Relevant Courses: Principles of Marketing, Sales Management

Trainings and Certificates

- | | |
|--|-------------------|
| • Nomu Employment Hub Project Management Course – Nawaya Network | Apr2025- May2025 |
| • Nomu Employment Hub AI Data Annotation with DOT – Nawaya Network | Mar2025 - Apr2025 |
| • Nomu Employment Hub Online Skills Training OST- Nawaya Network | Feb2025 - Mar2025 |
| • Social media marketing course advanced level with all ads tools (Tech Train) | Aug2024 - Aug2024 |
| • Amouage Seminar focusing on Brand Philosophy, Scent profiles, Sales techniques | Feb2023 - Feb2023 |

Computer Skills

- Microsoft Office (Word, Excel, Access, PowerPoint)
- IBM Statistical Package for the Social Sciences (SPSS)
- Microsoft Dynamics ax pos
- Photo and Video Editing (Canva, Inshot, Capcut)

Languages

- Arabic (Native)
- English (Fluent)