

Ali Ayach

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Professional Summary

Marketing graduate with 3 years experience in Content Writing, Social Media, Business Analysis, Data Analysis, and Project Management.

Education

American University of Beirut

2019 – 2022

Bachelor's Degree in Business Administration - Marketing

Work Experience

Marketing Project Manager

Modern Solutions

Jan 2024 – Present

- Led the marketing team for both social media and analytics efforts including copywriting, content management, implementing, and visualizing Shopify client data
- Crafted marketing and social media strategies, leading to a 12% increase in leads
- Developed engaging content for social media profiles, resulting in 20% increase in followers
- Created dynamic Looker Studio dashboards with GA4, resulting in improved decision making for management and reduced bottleneck time by 23%
- Conducted comprehensive data analysis reports for data driven decision making, leading to 10% increase in sales

Data Analyst

Scandiweb

May 2023 – May 2024

- Created dynamic Looker Studio dashboards, resulting in a 50% improvement in data accessibility, aiding PMs in taking direct action with clients
- Conducted comprehensive eCom BI analysis, leading to an 18% improvement in transactions
- Delivered conclusive insights from A/B testing, leading to strategic adjustments and 21% uplift in checkouts
- Collaborated in testing AI systems for analyzing eCommerce data, resulting in 72% reduction in analysis time

Social Media and Research Specialist

U Production and Consulting

Apr 2022 – May 2023

- Wrote engaging content for social media profiles and speeches
- Pinpointed the goals, communicated, and met 100% of the deadlines
- Handled and updated social media profiles, resulting in 50% increase in followers
- Worked on business analysis and data analysis reports with recommendations
- Conducted social media strategies and campaigns, leading to an 11% revenue increase

Social Media Specialist

Super Tote

Mar 2022 – May 2022

- Pinpointed goals and target audience
- Took advantage of rising trends and topics, resulting in 19% increase in sessions
- Conducted analysis reports and directed campaigns, increasing social media leads by 15%
- Reinforced brand values to the client and customers, increasing customer retention by 24%

Skills

Languages – English, Arabic

Computer Skills – Google Looker Studio, Google Analytics 4, Google Docs, Google Slides, Google Sheets, iMovie, Balsamiq, Microsoft Office Suite, Microsoft Word, Microsoft PowerPoint, Microsoft Excel

Soft Skills – Organized, written and verbal communication, Inquisitive, analytical, project management, time management