

# IBRAHIM ALBARRAK

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📍 Address: Alay - Lebanon

## OBJECTIVE

**Creative and data-driven Social Media Specialist seeking to leverage strong content creation and analytics skills to grow and engage online audiences, support brand visibility, and drive digital marketing success.**

## EDUCATION

- 2022 - present:** **Bachelor's degree in Nursing Sciences:**  
at Islamic University Of Lebanon (IUL) / Khaldeh - Lebanon
- 2018 - 2021:** **BT3 in Nursng:**  
at Bchamoun Nursing institue / Bchamoun - Lebanon
- 2023:** **English Proficiency Test:**  
Arizona State University (United States) Scored 86%
- 2024:** **Home Based Health Care Vocational Training:**  
at Lebanese Red Cross University / Baabda - Lebanon

## WORK EXPERIENCE

- 2022 - Present:** **Social Media Advertising Specialist (Self Employed):**  
Excellent communication and collaboration skills.  
Ability to work independently and meet deadlines in a remote setting.  
Developed and executed social media campaigns.
- 2018 - 2021:** **Social Media Specialist:**  
Managed daily posting and community engagement across multiple platforms, increasing follower growth  
Developed and executed social media campaigns  
Provide customer service support through social media channels.
- 2022 - 2024:** **Call Center/ Customer Service:**  
Resolved customer complaints efficiently, achieving a 70% first-call resolution rate.  
Provided accurate information about products and services, contributing to a 20% increase in up-sells and cross-sells.
- 2025:** **Video Editor:**  
Edited many weddings (videos, Trailers, Video Clips and Endings)
- 2023 -Present:** **Web Developer (Self Employed):**  
Designed and developed responsive websites for small businesses, startups, and personal brands.  
Customized WordPress themes and plugins to meet specific client requirements, improving site functionality and aesthetics.
- 2021-2022** **Private Nurse:**  
providing patient-centered care, administering medications, monitoring vital signs.

## TRAINING WITH/WITHOUT CERTIFICATES

Life Skills, Employment Skills.	Emotional Intelligence.
Campaign Optimization, Audience Targeting, Trend Analysis.	Effective Communication.
Digital marketing, Paid Media, Google Ads, Meta Ads, SEO.	Videography.

## VOLUNTEER WITH/WITHOUT CERTIFICATES

- 2025:** **Institute Of Asian Culture & Development Lebanon Branch (IACD):**  
Participated as voluntary service: Translator, Data Collection and as a Nurse.

## SKILLS

- Technical Skills:** -Data Entry, Microsoft Office (Word, Excel, PowerPoint), Typing.  
-Website Management, Email Communication, Social Media, Adobe Premier Pro, WordPress, Using AI Tools, WooCommerce,
- Professional Skills:** -Effective Communication, Organization, Teamwork, Planning, Leadership  
-Problem Solving, Time Management.

## HOBBIES

Trend Watching - Video Editing - Videography - Reading - Running - Branding Experiments.

LANGUAGES

Arabic: Native - Mother Tongue  
English: Professional working proficiency

REFERENCES

available upon request