

ANTONIO KEYROUZ

SALES AND MARKETING SPECIALIST

CONTACT

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CERTIFICATES

2024 - COURSERA

- Fundamentals of digital marketing (Google).

2023 - CNAM

- Assistant Accountant.

TECHNICAL SKILLS

- HubSpot CRM
- Content Management Systems CMS
- Email Marketing
- SEO
- Google Analytics
- Digital Marketing Campaigns

VOLUNTEERING

- Volunteered with Arcenciel NGO to assist and distribute food following the Beirut explosion (August 4, 2020)

LANGUAGES

- English (Fluent)
- French (Proficient)
- Arabic (Native)

WORK EXPERIENCE

Oigetit Fake News Filter

FEBRUARY 2025 - MAY 2025

Social Media Marketing

- Social Media Content Creation & Management:** Developed, edited, and published engaging content daily across platforms like Instagram
- Trend Analysis & Strategy Development:** Monitored analytics to identify trends, optimize content strategy, and drive audience growth.
- Research & Content Curation:** Kept up with the latest news, sourcing and sharing relevant articles to enhance engagement and credibility.

Maketix and Creation

MAY 2024 - DECEMBER 2024

Sales Specialist

- Generated leads and developed tailored marketing solutions for clients across diverse sectors. Analyzed client needs to propose optimal digital
- marketing strategies, including social media management, ad creation, and website maintenance. Consistently met or exceeded sales targets by building strong client relationships and delivering value-added
- marketing services.

Moovtoo

SEPTEMBER 2023 - DECEMBER 2023

Marketing Coordinator

- Conducted in-depth market research to identify potential clients and partnerships in the logistics industry.
- Managed and nurtured client relationships through effective communication and follow-ups.
- Leveraged HubSpot to track sales leads, monitor client interactions, and optimize the sales process.
- Developed and presented tailored sales proposals to prospective clients, aligning Moovtoo's services with their logistics needs.
- Collaborated with internal teams to streamline operations and ensure a smooth onboarding experience for new clients.

Library Memoire

JUNE 2018 - SEPTEMBER 2019

Salesperson

- Delivered personalized customer service, assisting clients in selecting books and educational materials based on their needs.
- Managed daily sales transactions, including handling cash, credit, and POS systems, ensuring accurate and efficient operations.
- Maintained product inventory, organized stock, and performed regular restocking to keep shelves well-stocked and organized.
- Actively engaged in upselling and cross-selling, recommending complementary products to increase sales.
- Provided detailed product knowledge to customers, creating a positive and informed shopping experience.

EDUCATION

- **Conservatoire National des Arts et Métiers - ISAE - CNAM** MAY 2024
 - Bachelor degree in sales and marketing.
- **Lycée Officiel Ghazir** JUNE 2018
 - Lebanese Baccalaureate in sociology and economics.

REFERENCE

Available upon request.