

# Alaa Ismail

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## Experience:

### **Digital Marketing Specialist**

Freelancer | Beirut, Lebanon

**March 2025 – Present**

- Developed and implemented targeted digital marketing strategies for businesses and personal brands.
- Managed social media platforms (Instagram, Facebook, TikTok and LinkedIn) to increase engagement and reach.
- Designed and executed paid ad campaigns (Meta Ads) to drive traffic and lead generation.
- Created and optimized business accounts, added locations on Google Maps, and maintained up-to-date profiles and key words to improve visibility and customer engagement.
- Created and scheduled content calendars to each brand's identity.
- Conducted SEO audits and implemented basic optimization techniques.
- Analyzed campaign performance using analytics tools to improve ROI and conversion rates.

### **Customer Relation Agent**

Credit Libanais Bank | Nabatieh, Lebanon

**March 2016 – August 2024**

- Managed marketing strategies at the branch, including updating product posters, distributing brochures, and ensuring promotional materials were up-to-date and well displayed.
- Handled the credit card loyalty program, including tracking loyalty points, communicating with clients, and organizing the delivery of gifts and rewards.
- Delivered and explained premium card features, including Priority Pass, Dragon Pass, and Visa Airport Companion, highlighting global VIP lounge access and discount point-of-sale benefits.
- Provided administrative services, ensuring efficient operations and contributing to overall business productivity.
- Created and managed all kinds of banking accounts (KYC and contracts Management).
- Generated Insurance policies ( Travel / Life/car/house).
- Handled dispute reports to find quick and effective solutions to client problems.
- Monitored the CRM system to streamline customer interactions, making communication more personalized based on their preferences and history.
- Managed transactions inwards and outwards.
- Trained over 8 pre-graduated students.



## Assistant Manager

Hebr w Waraa | Nabatieh, Lebanon

February 2015 – January 2016

- Provided direct assistance and reporting to the Manager, ensuring smooth and efficient office operations for enhanced team performance.
- Performed administrative duties, streamlining processes and increasing organizational efficiency.
- Organized and scheduled meetings, optimizing time management and improving team coordination.
- Maintained day-to-day operations, ensuring business continuity and smooth workflow.
- Analyzed and interpreted data, providing valuable insights to support informed decision-making.

## Education:

- **Master's Degree in Management** **2017-2018**  
Saint Joseph's University of Beirut, Lebanon
- **Master's Degree in Distribution** **2014-2016**  
Saint Joseph's University of Beirut, Lebanon
- **Bachelor's Degree in Business and Management** **2011-2014**  
Saint Joseph's University of Beirut, Lebanon

## Certificates:

- **Digital Marketing Master's Program** **October 2024**  
Simpli Learn *"Completed via Online learning"*
- **Digital Marketing Associate Badge** **September 2024**  
Meta Blueprint *"Completed via Online learning"*
- **Event Management** **December 2023**  
Saint Joseph's University of Beirut, Lebanon
- **Social Entrepreneurship** **June 2023**  
Saint Joseph's University of Beirut, Lebanon
- **Digital Marketing - Professional** **May 2023**  
Cis College *"Completed via Online learning"*
- **Employability** **February 2023**  
Saint Joseph's University of Beirut, Lebanon
- **The Fundamentals of Digital Marketing** **January 2023**  
Google Digital Garage *"Completed via Online learning"*



## Skills:

### Soft Skills:

- **Creativity:** Generates innovative ideas.
- **Storytelling:** Able to craft compelling narratives for brand messaging.
- **Persuasion:** Skilled in influencing and engaging target audiences.
- **Customer Focus:** Understands and anticipates customer needs in campaigns.
- **Interpersonal communication:** Excellent at building relationships.
- **Problem Solving:** Skilled in finding effective solutions.
- **Organizational skills:** Strong in managing tasks efficiently.
- **Detail Oriented:** Focused on accuracy and quality.
- **Emotional Intelligence:** Skilled in understanding and managing emotions.
- **Time Management:** Effective at meeting deadlines.
- **Team Work:** Works well in collaborative environments.
- **Flexibility:** Quick to adapt to changing needs.
- **Adaptability:** Easily adjusts to new environments.
- **Training and Development:** Coaching new employees and interns.

### Technical Skills:

- **Adobe Photoshop:** Skilled in image editing and graphic design.
- **Photography:** Experienced in capturing and editing high-quality visual content.
- **Analytical Skills:** Strong in data analysis and insights.
- **Microsoft Office:** Proficient in Word, Excel, and PowerPoint.
- **Calendar Management:** Experienced in managing and scheduling appointments using tools like Google Calendar or Microsoft Outlook Calendar.

## Languages:

- **Arabic:** Native proficiency in reading, writing, and speaking.
- **English:** Fluent in reading, writing, and speaking.
- **French:** Fluent in reading, writing, and speaking.

## Hobbies & Interests:

- **Traveling:** Passionate about exploring new destinations and discovering diverse cultures.
- **Aviation Enthusiast:** Deep interest in aircraft, airlines, and the aviation industry.
- **Tourism & Hospitality:** Enjoy learning about global tourism trends and customer experience.
- **Photography and Videography:** Love capturing landscapes, architecture, and travel moments.
- **Content Creation:** Creating travel-themed visuals and sharing experiences through digital platforms.