

RAMY EL LAKISS

BEIRUT, LEBANON | M: 00961 76887889 | RAMYELLAKISS@HOTMAIL.COM | LINKEDIN | CREATIVE PORTFOLIO

PROFILE

With 5+ years in social media management, digital marketing, and research, I've helped B2B and B2C brands and events in corporate, healthcare, entertainment, and F&B grow their online presence and drive sales. Backed by an MBA in Marketing and a BA in Cinema/TV, I blend creativity, strategy, and data-driven insights to craft impactful campaigns that connect with audiences. Passionate about turning ideas into results, I thrive in dynamic, team-oriented environments, pushing boundaries to drive digital success.

EXPERIENCE

KIZMET MEDIA (20+ employee start-up advertising agency)
Social Media Manager - Team Lead

Dubai, AE
08/2024 – 05/2025

- Developed 10 successful Marcom strategies including the Marcom Template, including brand campaigns, influencers, email marketing, media partnerships, social media, key activations, and content creation strategies, driving measurable results for clients.
- Reached consistently a 10% monthly growth and achieved monthly client KPIs by providing actionable recommendations through detailed monthly reports and data analysis using Emplifi software.
- Boosted brand visibility for clients by conducting 8 audits and benchmarks, including website and SEO benchmarks, refining content strategies to enhance online presence.
- Secured 3 new clients by delivering well-structured technical proposals supported by comprehensive audits and market insights.

FEER McQUEEN (130+ employee advertising agency in 6 countries, serving the world)
Digital Marketer | Social Media Manager

Beirut, LB
04/2023 – 06/2024

- Managed 7 clients' social media platforms successfully, enhancing brand visibility, boosting presence by 30% and engagement by 50% through creating monthly tailored content calendars, and trend-based strategies.
- Created 15+ impactful campaigns and designed 100+ SM visuals and brandings, reducing client revisions by 70%.
- Prepared 10+ creative photo shoots, developing mood boards to align concepts with client goals
- Improved social media insights by 30% through monthly reports, competitor analysis, and data-driven strategies.
- Acted as primary Project Manager, overseeing client communication and delivering 5 content strategies to grow brand awareness.

EDUCATION

HOLY SPIRIT UNIVERSITY OF KASLIK
Master of Business Administration (M.B.A.); Major in Marketing

Kaslik, LB
2021 - 2024

- Cumulative GPA: 3.4/4.0
- Engaged in a project with USAID to assess the impact of the 'LED' program on local Lebanese businesses

Bachelor of Arts (B.A.); Major in Cinema and Television

2018 - 2021

- Cum Laude with Honors; Cumulative GPA: 3.52/4.0
- Engaged and volunteered in the GAEA - Green and Environmental Arts

TECHNICAL SKILLS

Meta - Business Suite and Ads Manager | Emplifi | Sprinklr | GWI | AI Tools - Krea, MidJourney, DALL-E, ChatGPT, DeepSeek | Microsoft 365 - Word, Excel, PowerPoint | Topol | MailChimp | Canva | Adobe - Photoshop, Illustrator, AfterEffects, and Premier Pro

LANGUAGE

Fluent in Arabic, French, and English

CERTIFICATION

The Strategy of Content Marketing - UC Davis (2023)
Management of Fashion and Luxury Companies - Università Bocconi (2023)

REFERENCE

Available upon request