

## Mohamad Ali Zaarour

📍 Lebanon

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### Professional Summary

Third-year Management Information Systems student at the Lebanese International University. Passionate about digital marketing, data analysis, and programming. Self-taught in Python, SQL, MySQL, and Pandas. Proven hands-on experience in running Meta ad campaigns with strong performance results. Demonstrated leadership and commitment through active scouting and community development volunteering.

### Technical Skills

- Python Programming: Basics of Python, working with libraries like os, sys, and pandas.
- SQL & MySQL: Writing SQL queries (SELECT, UPDATE, DELETE), managing databases, and integrating with Python.
- Pandas Library: DataFrame operations, filtering, aggregation (averages, min/max).
- Excel to MySQL: Importing and analyzing Excel data in MySQL using Python.
- Meta Ads Manager: Creating, optimizing, and analyzing ad campaigns on Facebook & Instagram.
- Digital Marketing: Content strategies, audience targeting, KPI tracking (CPM, CTR, CPA, ROAS).

### Projects & Experience

Freelance Meta Ads Manager

Remote | 2024 – Present

- Planned and managed ad campaigns using Meta Ads Manager.
- Campaign examples:
  - “arb3en abaya” → 82 messages at \$0.18 per result
  - “2sharbet” → 98 messages at \$0.19 per result
- Managed low-budget campaigns (under \$20) with high engagement results.
- Performed A/B testing and analyzed CTR, CPC, and ROAS to improve results.

Fintech App Architecture & Documentation

Remote | 2025

- Planned architecture for a financial app with wallet integration and API flow design.
- Defined MVP features, legal structure, risk analysis, and development timeline.
- Produced technical documentation for team alignment and future execution.

## Volunteer & Leadership Experience

Scout Leader – Lebanese Scout Movement

Lebanon | 2022 – Present

- Participated in Scout Leader Training Course.
- Led activities for junior scouts and organized camps and events.
- Specialized training completed in Rover Scout Program (ages 14–16).
- Active volunteer in the Community Development file at the sector level.

## Certifications

Sustainability of Modern Digital Marketing Certificate – MIE (Modern International Education)

Completed: 15/05/2025

Digital Transformation towards Modern Digital Marketing: Practices & Trends Certificate – MIE

(Modern International Education) Completed: 10/04/2025

## Education

Lebanese International University (LIU)

Bachelor of Management Information Systems

2023 – Present (3rd Year)

Lebanon

Almandi High School

Economy and Society Track

Lebanon | Graduated May 2023

## Languages

- Arabic: Native
- English: Good proficiency