

Daniel Abou Mattar

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Summary

Dedicated Marketing graduate with academic and practical experience in digital marketing, brand management, and customer engagement. Adept at planning and executing strategic marketing campaigns, analyzing market trends, and building customer loyalty. Eager to contribute to innovative marketing initiatives and support business growth in a dynamic environment.

CORE COMPETENCIES

Digital Marketing, Brand Management, Social Media Marketing, Project Management, Customer Relationship Management, Market Analysis, Teamwork, Communication Skills
Technical Proficiencies
MS Office (Excel, PowerPoint, Word...)

Additional Information

Date of Birth: 10 May, 1999
Nationality: Lebanese

EXPERIENCE

Freelance Social Media Manager

Naghamat Events

Instagram | 2023– Present

- Managed and grew the official Instagram account (@naghamatevents) to 26K+ followers.
- Created and scheduled engaging content (photos, reels, stories) to showcase weddings and events.
- Increased brand awareness and client engagement through tailored digital campaigns.
- Analyzed performance metrics to optimize reach and engagement.
- Coordinated with event planners to highlight live experiences and client feedback.

Marketing Specialist – Social Media

Park Innovation, Mount Lebanon | Jan 2023 – Present

- Developed and executed social media strategies across Instagram increasing engagement by 45% in 6 months.
- Created and scheduled multimedia content (posts, reels, stories) to strengthen brand presence and attract new audiences.
- Managed paid ad campaigns on Meta Ads achieving a 3x return on ad spend.

Freelance Public Relation Promoter

Nightclubs | 2022-Present

Collaboration with several Nightclubs to increase costumers' attendance

- Built and maintain strong relations with clients, VIP guests, and club managers.
- Direct outreach and influencer connections which increase the client's attendance by 20%.

Sales and Marketing Associate

So Pure Company – Dbayeh | 2019 – 2021

- Developed and maintained strong customer relationships to improve client retention.
- Supported promotional activities and provided feedback on market trends.

Mir Amin

Waiter | 2017– 2018

- Delivered 99% order accuracy, ensuring high customer satisfaction and reducing complaints.
- Assisted in boosting beverage sales by 20% through upselling and menu recommendations.
- Supported team operations during peak hours, increasing overall efficiency by 25%.

EDUCATION

Notre Dame University – Louaize (NDU)

Bachelor in Marketing and advertising |2023- 2025

Two years in computer science | 2019-2022

Shouf National College

Lebanese Baccalaureate – Social Economics

CERTIFICATIONS

Tafawok Nawaya Network Project | 2023

Training with Nawaya Network Organization concerning the employment coaching program.

- Benefited from personalized Career coaching to enhance professional growth.

Digital Marketing Executive Program | 2024

Successfully completed the program at Notre Dame University- Louaize Lifelong Learning Center.

2024

- Enhanced knowledge in digital marketing strategies, social media management, and online campaign planning to support business growth and brand vi