Bahaa Nuweihed

Lebanon, Beirut |+961 76 948936 | nuweihedbahaa@gmail.com | LinkedIn

Professional Summary

Motivated Digital Marketing graduate with a solid academic foundation in SEO, social media strategy, and data analysis. Passionate about learning and applying digital marketing techniques to real-world business challenges. Skilled in Excel, Power BI, Odoo ERP, and content creation tools, with hands-on experience in analyzing marketing performance and optimizing strategies. Adaptable, quick to learn, and eager to grow in a dynamic marketing environment.

Core Competencies

- Digital Marketing & SEO
- Social Media Strategy & Analytics
- Data Analysis & Visualization
- Content Creation & Branding
- Problem-Solving & Teamwork
- ERP & Business Operations

Education

American University of Science & Technology
- Bachelor Degree – Marketing Emphasis in Digital Marketing |2025

Academic Projects & Practical Experience

SEO & Digital Marketing Campaigns
- Conducted keyword research and competitor analysis to improve website rankings
- Used SEO tools to evaluate search trends and optimize content strategies
- Developed an SEO-driven marketing strategy as part of a group project

Social Media Strategy & Analytics
- Analyzed audience engagement metrics to refine content and platform strategies
- Researched industry trends using Similar Web to understand competitor performance
- Designed and executed a social media marketing plan for a product launch

Data Analysis & Visualization
- Applied Excel and Power BI to analyze marketing performance and consumer trends
- Created interactive reports to track engagement and conversion rates
- Presented data-driven insights to improve digital marketing decisions

ERP & Business Systems (Odoo ERP)
- Gained hands-on experience in Odoo ERP for managing business processes
- Worked on inventory tracking, customer relationship management, and workflow automation

Work Experience

Cedar Digital Solutions Tripoli, Lebanon

Digital Marketing Specialist – Internship Remote I July 2025 - Sep 2025
- Built AI-powered ad campaigns on TikTok, Meta, and Snapchat for USA clients, optimizing performance using creative AI tools and analytics insights
- Produced UGC ads using ChatGPT Plus, Gemini Pro, Meta AI, CapCut, Canva, and InVideo AI → achieving 50K+ views in two weeks
- Applied AI-generated images and videos to scale creative testing, iterating content continuously to maximize engagement and campaign effectiveness across platforms
- Ran structured A/B tests, achieving +18% CTR and +30% engagement, while monitoring KPIs using Meta Suite and Power BI dashboards
- Conducted competitor and product analysis to guide campaign strategy, supporting retargeting initiatives that enhance funnel conversions and overall digital marketing ROI

Certificates

· Introduction to Strategic Brand Management
· Brand Management: Strategies for a Strong Brand
· Generative AI & Technologies for AI
· Building a Chatbot with VoiceFlow

Technical Skills

· SEO & Keyword Research: Google Trends, SEMrush
· Social Media Analytics: SimilarWeb, Meta Business
· Data Analysis & Visualization: Excel , Power BI
· Meta AI, VEO 3

· Odoo ERP
· Microsoft Office
· Design & Content Creation: Canva, CapCut
· Gemini Pro, In video, ChatGPT, CapCut Pippet

Languages

· Arabic, Native
· English, Full Proficiency