

Ahmad Ramlawi

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About Me

As a dedicated and professional Social Media Executive, I am on the lookout for new opportunities that will allow me to further enrich my experience. My goal is to leverage my expertise to contribute substantial value to a dynamic and thriving organization, where I can continue to grow and excel in my career.

WORK EXPERIENCE

Toothpick

Beirut, Lebanon

Social Media Executive

Jan. 2023 – Dec 2024

- Prepared creative briefs for content design for social media posts and push notifications.
- Developed a strategic monthly content calendar in sync with business goals across various social platforms.
- Assisted in implementing marketing and advertising campaigns by preparing marketing and advertising strategies, plans, and objectives.
- Boosted the company's social media account to reach 10,000 followers after the team effort of successful marketing campaigns.
- Conducted research on industry trends and customer preferences to guide our marketing strategies.

Volunteer

Saida, Lebanon

The Planner

Aug 2017 - Sep 2019

- Assisted in greeting attendees, checking tickets, directing guests to their seats, and answering questions.
- Handled basic security and emergency procedures to support overall event logistics and guest comfort.

COURSES AND ACHIEVEMENTS

- Completed the Digital Marketing Foundations Course authorized by LinkedIn.
- Completed the Become a Meta- Certified Digital Marketing Associate Course offered by Meta.
- Completed the Google Ads Essential Training Course offered by LinkedIn
- Completed the SEO Foundation Course offered by LinkedIn

EDUCATION

Rafik Hariri University (ACBSP Accredited)

Mechref, Lebanon

Bachelor of Business Administration in Marketing & Advertising

May 2022

SKILLS & LANGUAGES

Marketing Strategy - Social Media Platforms – Event Management – Market Research – Problem-Solving

Relationship Building – Communication Skills

Languages

Arabic: Native speaker or bilingual proficiency

English: Native speaker or bilingual proficiency