

# Elie Saliba

## Digital Marketing Professional

I'm a Project Management and Digital Marketing Professional with a creative attitude to problem-solving, with 5+ years of experience in providing business, sales, and marketing solutions to diverse clients globally.

eliesaliba8@gmail.com

+96179185227

Byblos, Lebanon

linkedin.com/in/elie-saliba-

## WORK EXPERIENCE

### Project Manager MORE

01/2024 - Present Remotely

MORE is an agency that focuses on marketing and communication tools like websites, social media, ads, creative, films and sonic branding.

#### Achievements/Tasks

- Manage client relationships and engage key stakeholders, both externally and internally.
- Coordinate with other departments to ensure customer needs are met.
- Ensure that all projects are delivered on-time, within scope and within budget.
- Building, managing and developing relationships with key decision makers.

### Lead Project Manager HelloTree

07/2023 - 12/2023 Jounieh, Lebanon

HelloTree is a website and mobile apps design and development agency that leverages coding to build digital assets for businesses

#### Achievements/Tasks

- Lead a team of Developers, Designers, and Digital Marketers.
- Develop comprehensive project plans outlining tasks, milestones, timelines, and resource allocation.
- Manage resources like human capital, tools, and budgets efficiently to meet project goals.
- Implement quality control measures to ensure the final product meets predefined standards and client requirements.
- Conduct post-project reviews to identify areas of improvement for future projects and processes.

### Digital Account Manager Ecomz

04/2022 - 07/2023 Beirut - Lebanon

Ecomz is an end-to-end eCommerce store builder with multi-channel capabilities, allowing merchants to easily create their own online store

#### Achievements/Tasks

- Stay on top of accounts, making sure they're receiving services that are within their budget and meeting their needs.
- Analyzing project requirements and collaborating with internal teams to design, develop and implement digital projects.
- Build and strengthen client relationships to achieve long-term partnerships.
- Developing detailed designs, plans, and monitoring progress as well as writing up reports.

## AREA OF EXPERTISE

Digital Marketing

Project Marketing

Article Writing

Content Creation

Project Management

Portfolio Management

Sales Expertise

Product & Market Research

Interpersonal Communication

## PERSONAL PROJECTS

ANIMA Studio (04/2020 - Present)

- ANIMA is an animation production video that creates short explainer videos for businesses.
- Collaborated along side other freelancer to create ANIMA, and each took a specific responsibility.
- Responsible for directing projects and creating marketing campaigns.

## EDUCATION

### Bachelor's Degree in Business Management

American University of Technology

09/2016 - 02/2020

Byblos, Lebanon, GPA 3.7

## ORGANIZATIONS

Digital Marketing Institute (DMI)  
(08/2019 - Present)

Member

Upwork (04/2020 - Present)

Member

## LANGUAGES

Arabic

Native or Bilingual Proficiency

English

Native or Bilingual Proficiency

French

Professional Working Proficiency

Italian

Limited Working Proficiency