



# Jad Ali

## Digital Marketing

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### Professional Summary

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Seeking a position where I can combine my education and knowledge with strong organizational and marketing experience. Looking to be in a productive work environment and foster a culture of integrity by building strong, productive relationships.

### Key Skills

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- Social Media Marketing (Instagram, Facebook, TikTok)
- Google Analytics (Basic) - Market Research & Customer Insights
- Microsoft Office (Word, Excel, PowerPoint)
- Communication and teamwork
- Time management & organization

### Education

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Bachelor of Business Administration - Lebanese International University (October 2022 – Present)

Literature and Humanities - at Aydamoun High School ( October 2021 – June 2022)

### Projects

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- Digital Marketing Campaign Simulation - LIU (2024)
  - Designed a digital campaign for a fictional product using Instagram and Facebook.
  - Focused on audience targeting, content planning, and performance metrics.
- Marketing Research Presentation
  - Conducted a small-scale survey on student purchasing behavior.
  - Analyzed results and presented findings to peers and faculty.

### Languages

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- Arabic - Fluent
- English - Fluent
- French - Intermediate

### Interests

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- Digital trends and social media
- Advertising and branding
- Photography and content creation
- Entrepreneurship