

# Imad Eddine Matar

## Digital Marketing | Content Writing | Visual Identity

Beirut, Lebanon

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## About

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An MBA student with a strong background for marketing strategy, creative design, content writing and effective communication, I thrive at integrating innovative concepts with strategic insights to set impactful campaigns and engaging visual content. My academic background and experience in marketing, digital marketing, content creation, & campaign management, combined with my entrepreneurial expertise, equip me with a unique blend of analytical, creative, and interpersonal skills.

## Education

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### Rafik Hariri University – Mechref, Lebanon

Aug 2024 - Present

- *Masters in Business Administration (MBA)*

### Rafik Hariri University – Mechref, Lebanon

Sep 2021 - Apr 2024

- *Marketing and Advertising Major*
- *Graphic Design Minor*
- President's Honor List
- Overall GPA of 3.85

## Work Experience

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### Raseef22 - Beirut, Lebanon

Feb 2025 - Present

#### Social Media Manager and Content Writer

- Developed multi-media plans and content (researching and writing) to present them to the Chief of editors and Supervisors with assistance from senior media teams.
- Worked closely with account, creative, and senior media partners to ensure media objectives and strategies are clearly communicated.
- Briefed internal teams and external media partners on campaign objectives, leading and facilitating brainstorming and ideation sessions.
- Managed and posted engaging content on Raseef22's social media platforms using Buffer.
- Grew Raseef22 social media presence to reach 411k on Instagram, 877k on Facebook, 144k on X.
- Developed content calendars and monthly campaigns, ensuring timely and relevant content across various platforms.
- Collaborated with the creative team to design visually appealing posts that aligned with marketing goals.

## **Freelance E-Commerce Business – @madshoplb**

Jan 2021 - Present

### **Founder, Customer Service, Content Creator and Social Media Manager**

- Created engaging and visually appealing viral content to showcase products and drive customer interest through storytelling.
- Grew over 120K followers across multiple social media platforms through copywriting and storytelling scripts.
- Monitored website traffic, user behavior through analytics tools to optimize performance and inform marketing strategies.
- Develop and create marketing plans and content to increase revenue and customer base.

## **Malia Group – Lebanon**

June 2024 - August 2024

### **Marketing Internship Program**

- Contributed to product development, working closely with cross-functional teams to bring new products to market.
- Managed Meta Ads campaigns, optimizing ad performance and targeting to achieve key marketing objectives.
- Created engaging content to drive brand awareness and audience engagement for MaliaTech

## **Skills**

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- **Communication:** Interpersonal communication skills, persuasive skills, presentation skills, teamwork and collaboration, problem solving, goal-oriented
- **Marketing:** Sales, customer engagement, telesales, digital marketing, Meta Ads, social media management, content creation
- **Advertising:** Ad Management (Instagram, Facebook, Google), Analytics, and Reporting
- **Graphic Design:** Digital Illustration, Branding and Identity, Typography, Photography, and Animation
- **Tools:** Microsoft Office Suite, Adobe Photoshop, Adobe Illustrator, Adobe After Effects.

## **Languages**

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- **Arabic:** Native/Bilingual Proficiency
- **English:** Fluent/Bilingual Proficiency
- **French:** Basic Knowledge