

# Elie John Nasr

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## Education

B.A in Advertising and Marketing. NDU (Notre Dame University) - Lebanon Fall 2018

## Certifications

Digital Marketing Certificate (Google Digital Garage) 2021

SEO, Paid Ads, SMM Certificate (Udemy) 2026

## Profile

Lebtivity, ACEE Tennis Academy

### Freelance Social Media Content Creator

- Planned and executed photo shoots for seasonal campaigns, including Christmas photo sessions.
- Covered indoor and outdoor events and brand activations.
- Created engaging visual content for Instagram.
- Handled shooting, editing, and final delivery.

### Loolia Closet- Part of Parallel Health & Beauty

March 2025- November 2025

#### Web Content Executive (E-Commerce)

- Website management: update, upload and maintain products, pricing descriptions, images, collections and stock availability on Shopify store.
- Manage homepage and landing pages updates, based on seasons and campaigns.
- Coordinate with internal teams to resolve order stock, and technical issues.
- Landing pages: update and optimize landing pages for campaigns, collections and promotions using shopify online themes and Shopify bundles-app.
- Ensure promotional content is properly displayed and functional across devices.
- SEO & Website optimization: Update and improve SEO performance, optimize product and category pages for search engine visibility.

### Voile Et Lumiere Zouk-Mosbeh- Lebanon

October 2022- February 2025

#### Customer Experience and Content Marketing:

- Customer Support: Managed end-to-end order fulfillment across multiple platforms, including the official website, Instagram, and Whats app Business.
- E-Commerce And Product Management: product management, including photos, writing SEO-friendly descriptions, setting prices, monitoring stock levels to ensure website accuracy, and managing category tags using WordPress.
- Community Engagement: Monitored social media comments and mentions, maintaining consistent brand voice while fostering community growth.

## Petroserv Limited

Gas - oil and building company

Doha – Qatar

### **Procurement Officer**

September 2019 - April 2022

- Manage day to day operational aspects and administrative activities.
- Accurately track and report tasks and time tracking
- Negotiating the pricing and delivery terms with suppliers.
- Monitoring the budget strategy with the Cost Controller.
- Building a trusted relationship management with suppliers.
- Supervising the activities of the daily operations.

## Sync Studios-Lebanon

Feb 2019-April 2019

### **Social Media Marketing Intern**

- Conduct market research and competitor research aligned with client goals.
- Content calendar management: planning what will be posted and when, ensuring a consistent brand presence.
- Optimize posts with relevant hashtags and keywords.

## Skills and Qualifications

- Qualifications and Skills: Photography ,Videography, creating Reels on social media channels.
- Effective communicator with good Analytical skills.
- Fluent in Arabic, English & French.
- Microsoft Excel, Word, Power Point, Adobe Lightroom, Canva, Word Press, Shopify.