

# Wissam Wehbe

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**Nationality:** Lebanese / **Location:** Beirut-Lebanon / [LinkedIn](#)

## Summary

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Multidisciplinary professional with 8+ years of experience across sales, marketing, and digital content creation. Proven success in both retail and corporate sectors across Lebanon and Nigeria. Skilled in e-commerce, social media strategy, brand storytelling, and driving online engagement. Seeking to bring a creative and strategic mindset to dynamic marketing or creative agencies.

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## Work Experience

### **Freelance E-Commerce & Digital Marketer — Lebanon**

***April 2023 – Present***

- Led digital marketing projects for 8+ clients across industries including retail, wellness, and gifting.
- Managed a remote creative team of a graphic designer and a video editor; provided direction and content briefs to ensure quality and consistency.
- Coordinated directly with clients to understand their goals, manage timelines, and deliver tailored content strategies.
- Oversaw content production, wrote captions, and ensured brand alignment across platforms.

### **Content Creator – Create Agency — Lebanon**

***January 2023 – April 2023***

- Developed Instagram concepts, stories, and captions for Lebanese and international clients.
- Designed storytelling-based posts and interactive stories for audience engagement.
- Worked closely with design and strategy teams to ensure creative alignment

### **Sales Manager – Fouani Nigeria Ltd., Africa**

***February 2020 – October 2022***

- Managed invoicing and order processing for LG, Hisense & Maxi across 12+ wholesale and 30+ retail clients.
  - Reduced invoicing errors by 50% and increased order fulfillment rates by 20%.
  - Optimized inventory levels and minimized lead times through supply chain coordination.
  - Developed and maintained electronic shops in Abuja with appealing design and accurate info.
  - Increased revenue by 25% and profit margins by 10% through strategic sales forecasting.
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## Education

Bachelor Degree: Interior Architecture, Lebanese International University (LIU) July 2018

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## Skills

Sales Planning, CRM, Strategic Planning, Negotiating, Business Development, Digital Marketing & Content Creation, Social Media Strategy

**Computer Skills:** AutoCAD, Photoshop, Sage, Microsoft Office (Word, PowerPoint, Excel)

**Languages:** Arabic Native Language / English B2