

ISSA SAYED

Beirut, Lebanon

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PROFESSIONAL SUMMARY

Motivated marketing graduate seeking a full-time position where I can apply strong academic foundations in marketing, develop practical skills, and contribute to business growth.

EDUCATION

Bachelor of Science in Business, Marketing December 2025

Lebanese American University (LAU), Beirut, Lebanon

Marketing projects: Marketing Strategy (Unica), Consumer Behavior (Alvin D'or), Integrated Marketing Campaign (EYWA NGO)

Official Lebanese Baccalaureate in Economics and Sociology 2022

Lyce Des Arts, Beirut, Lebanon

WORK EXPERIENCE

Junior CRM & Engagement Executive April 2026 – Present

Cartlow by Basatne

- Develop and execute CRM and customer engagement strategies across email, SMS, push notifications, and WhatsApp using Odoo CRM
- Build and manage automated customer journeys (abandoned cart, onboarding, reactivation)
- Segment users based on behavior and lifecycle stages to improve targeting and personalization
- Monitor campaign performance (open rates, CTR, conversions) and optimize based on data insights
- Ensure CRM database accuracy, hygiene, and audience management
- Support paid media campaigns (Meta, Google Ads) and align CRM audiences with targeting strategies

Digital Marketing Intern January 2026 – March 2026

Cartlow by Basatne

- Execute digital marketing campaigns across multiple platforms to support brand awareness and acquisition
- Manage and execute Firebase push notification campaigns to support customer engagement and retention
- Create visual and written content and assist in managing Cartlow's online presence
- Monitor campaign performance, analyze data, and support optimization decisions
- Conduct competitor benchmarking to evaluate digital strategies and positioning

Shopify Admin Intern July 2024 – September 2024

Phreya by Mersaco

- Analyzed sales and customer data to support marketing decisions
- Assisted in email marketing campaigns and customer relationship management
- Managed over 1,000 orders and created 150+ product listings on Shopify

CERTIFICATIONS

Meta Certified Digital Marketing Associate
HubSpot Inbound Marketing Certification
CITI Social-Behavioral-Educational Researcher Certification

SKILLS

Marketing: Digital Marketing, Email Marketing, SMS Marketing, Marketing Strategy

Tools: MS Office, Adobe Photoshop, Adobe Premiere Pro, Shopify, Odoo CRM, Firebase, Meta Ads Manager, Google Ads, Canva

Languages: English, Arabic (Fluent); Russian (Beginner)

Professional Skills: Teamwork, Time Management, Presentation Skills, Communication

ACTIVITIES

Secretary, LAU Marketing Club (2024 – 2025)

NGO Volunteer, Cedars for Care