

Nour Abdallah

nourabdallah2@hotmail.com | +961 76 142 178 | Beirut-Lebanon | <http://linkedin.com/in/nour-abdallah-56ba55288>

Profile

Creative and results-driven marketing professional with a strong blend of strategic thinking and hands-on execution. Skilled in market analysis, digital campaign development, and performance optimization. Proficient in crafting engaging content across various platforms, with excellent communication and interpersonal skills. Known for a proactive approach, problem-solving mindset, and the ability to work collaboratively or lead when needed.

Education

Lebanese American University

2022-2025

Bachelor's Degree - Business Marketing

Lebanese American University

Diploma - Professional Digital Marketing Associate

Sept 2025 – Dec 2025

Job

Digital Marketing Specialist (Full-Time)

Mec-Kin Retail

May 2025 – Present

- Developed and executed tailored digital marketing strategies, and campaigns for major shopping malls in Kinshasa, home to known international fashion brands.
- Managed and grew the mall's social media presence across multiple platforms, ensuring consistent brand messaging and audience engagement based on their consumer behavior.
- Created engaging and targeted content (visual and written) to drive traffic, engagement, and in-store footfall.
- Launched, optimized, and reported paid advertising campaigns via Meta Ads Manager, continuously monitoring and analyzing performance metrics to refine targeting and improve ROI.
- Built structured testing frameworks (creative tests, audience tests, bidding strategy tests) to continuously improve results and scale winning campaigns with confidence.
- Coordinated with internal and external teams to align brand strategies and campaign timelines.

Freelancer

Extreme Beauty skin salon

December 2023 – July 2024

Account Manager

- Developed content for social media platforms and executed successful marketing campaigns and implemented strategies for clients across various locations.
- Developed and maintained positive relationships with clients on social media platforms.
- Identified underperforming ad elements through deep analysis of audience behavior, funnel drop-offs, and placement trends, then implemented targeted fixes to restore performance.

Internships

Matrix design – Mec kin retail

December 2024- January 2025

- Developed and executed content marketing plans to enhance brand visibility and engagement across multiple platforms.
- Managed ad campaigns and boosting using Meta Ads Manager and other tools, optimizing performance to achieve marketing objectives.
- Collaborated in brainstorming sessions to generate innovative ideas for campaigns, social media posts, and promotional strategies.

Sheyaaka

May 2024– September 2024

- Developed and created new content for social media platforms and the company's website.
- Scheduled and published posts and stories on social media platforms, ensuring a consistent brand voice and engagement, and monitored social media accounts.
- Communicated with influencers and sent them PR packages.
- Wrote email marketing content and push notifications, and sent them to customers.

Marketeers' agency

December 2023- January 2024

- Social media content creation, plans for clients
- Executed photoshoots for the client's content, and brainstormed a lot of ideas for new contents posts, reels and stories
- Engaged with the followers, giveaways.

Languages

- Arabic Native
- English Native

Certificates

Meta Ads Manager

October 2024

Digital Marketing Certificate

April 2024

Inbound Marketing Certificate

November 2023