

ALI SAID CHRIEM

Digital Marketing · Social Media Management · Paid Social

CONTACT

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Email

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Location

Beirut, Lebanon

LinkedIn

[ali-chriem](#)

SKILLS

- ▶ Meta Business Suite & Ads Manager
- ▶ TikTok Ads Manager
- ▶ Google Ads
- ▶ LinkedIn Ads
- ▶ Google Analytics
- ▶ Canva
- ▶ CapCut & Video Editing
- ▶ Content Strategy & Planning
- ▶ Community Management
- ▶ Account Management

LANGUAGES

Arabic

Native

English

Fluent

EDUCATION

BA, Banking & Finance

Lebanese International University (LIU)

Currently enrolled

BT1, BT2, BT3 in Information Technology

CIS College

PROFILE

Performance-driven digital marketer with 2+ years simultaneously managing the full social media operations of three consumer-facing brands across the luxury, hospitality and media sectors. I cover the entire account lifecycle, from content strategy and creative production to paid campaign execution and community engagement, and consistently deliver on both organic growth and performance-driven advertising across Meta, TikTok, Google and LinkedIn.

I combine creative flair with a data-backed approach: I build a distinctive on-brand visual identity for every account, then optimise paid spend against insights to drive sustained reach, engagement and conversion. Bilingual across Arabic and English audiences in the MENA market, with an analytical edge from a foundation in Information Technology and ongoing studies in Banking & Finance. Comfortable owning multiple brands at once and translating business objectives into measurable social outcomes. Currently open to internship or full-time opportunities in digital marketing or social media management, where I can apply this hands-on experience and contribute to a forward-thinking team.

EXPERIENCE

Social Media Manager | Zagarin Village

2023 – Present · Beirut, Lebanon

- Lead full social media strategy on Instagram (@zagarinvillage), covering content planning, scheduling, posts, stories and reels.
- Design and edit branded creative assets in Canva and CapCut to maintain a consistent visual identity.
- Run paid campaigns and boosted posts via Meta Business Suite to drive reach, engagement and bookings.
- Handle community management across DMs, comments and customer enquiries to deliver a responsive brand experience.

Social Media Manager | Altema Jewelry

2023 – Present · Beirut, Lebanon

- Manage the full digital presence of @altema.jewelry, building a curated feed that reflects the brand's premium positioning.
- Produce on-brand content (graphics, reels, product showcases) tailored to the jewellery audience.
- Plan and run paid Meta campaigns to grow followers, drive product enquiries and support sales.

Social Media Manager | Media World LB

2023 – Present · Beirut, Lebanon

- Run social media operations for @media.world.lb across content creation, scheduling and audience growth.
- Build content calendars aligned with brand objectives and trends across the Lebanese market.
- Execute paid social campaigns and monitor performance to optimise spend and reach.