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PROFESSIONAL SUMMARY

Dynamic and results-driven Digital Marketing Specialist with a background in Management Information Systems and hands-on experience in social media strategy, content creation, paid advertising, community management, and performance analysis. Proven ability to drive brand engagement and conversions through tailored digital campaigns. Adept with tools like Google Analytics, Meta Ads Manager, and CRM platforms. Passionate about using data to optimize marketing strategies and deliver measurable business growth.

WORK EXPERIENCE

Freelance Digital Marketing & Community Manager \ **Clients:** Al Sharq Sweet SARM, Petflakes.lb, Al Naeem Restaurant, Deer House Guesthouses

Beirut, Lebanon | Dec 2023 – Present

- Designed and executed multi-platform digital marketing strategies (Instagram, Facebook, TikTok) that increased client engagement by over 26-30%.
- Created multimedia content (reels, posts, stories) using Canva and CapCut, maintaining consistent branding and tone.
- Built and managed online communities, increased social interactions by responding to inquiries and moderating comments.
- Collaborated with local influencers to run targeted campaigns, achieving 25%+ follower growth for clients.
- Produced event visuals, promotional materials, and conducted on-site photography for client exhibitions.
- Reported KPIs and insights using Sprinklr and Meta Business Suite to refine strategy and content.

Social Media & Community Manager | Piece Agency \ Beirut, Lebanon | Dec 2023 – Oct 2024

- Led content planning and digital calendar for multiple clients, optimizing social media funnels.
- Managed paid social campaigns through Facebook Ads Manager
- Utilized Google Analytics to track conversion rates, bounce rates, and campaign efficiency.
- Maintained brand consistency across all content and interactions.

Customer Service Representative | Five Edilizia \ Genova, Italy | Dec 2022 – Jul 2023

- Responded to customer queries via email and phone, resolving 95% of issues within SLA.
- Maintained and updated CRM records with accurate client data.

Business Development Contact Agent | Jahani & Associates \ Remote – Dubai HQ | May 2023 – Jul 2023

- Managed outbound and inbound client communication, increasing prospect engagement.
- Tracked performance metrics and submitted weekly KPI reports.

Waitress & Barista | GIOTTO Restaurant, Bristol Palace 5 Hotel \ Genova, Italy | Oct 2022 – Jun 2023

- Delivered excellent service, supporting seamless daily operations and maintaining high guest satisfaction ratings.
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EDUCATION

MBA In Marketing \ Sagesse University – Beirut | 2025 -

Bachelor's in Management Information Systems \ Lebanese International University | 2025

TS in Physical Education \ College international de technologie | 2020

Lebanese Baccalaureate – Economics and Social Science \ Lebanon | 2014

CERTIFICATIONS

- **Content Marketing Strategy** – University of California, Davis (Coursera) | Jun 2023
 - **Cisco CCNA 1: Introduction to Networks** | 2017
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TECHNICAL SKILLS

- **Marketing Tools:** Google Analytics, Facebook Ads Manager, Meta Business Suite, Sprinklr
 - **Design Tools:** Canva, CapCut, Figma, Edits
 - **Social Media Platforms:** Instagram, Facebook, LinkedIn, TikTok
 - **CRM & E-Commerce:** MyPhoner, ERP Systems, Shopify
 - **Basic Web Development:** HTML, CSS, JavaScript
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LANGUAGES

- Arabic: Native
- English: Professional Proficiency
- Italian: Working Proficiency
- French: Basic Proficiency

