

DIALA SHARIEF

MARKETING SPECIALIST

PROFILE



Email

Dsharief@gmail.com

Mobile

+961 70 202880

LinkedIn

<http://tiny.cc/nia57x>

SKILLS

Technical Skills and Competences

Microsoft office, SPSS, Sales Force, CMS
Hootsuite, RAPID Browser,
MailChimp, Virtual Agency, Canvas,
Adobe premiere, HTML, Publish Live,
Hootsuite, CoSchedule

Core Competencies

- Creativity in ideas and solutions
- Ability to respond to pressure
- Ability to produce analytical reports
- Good interpersonal skills

MKT Competencies

- Digital Marketing
- Content Creation
- Social Media Marketing
- Editorial skills
- Branding
- Market Research
- PR and Organizing Events
- Basic Graphic Design

LANGUAGES: Arabic and English

EDUCATION



Masters of Business Administration
Sacred Heart University, Luxembourg
John F. Welch College of Business



Bachelor's Degree in Business Marketing
Lebanese American University (LAU)

14 YEARS EXPERIENCE

KnowledgeView. Ltd based in UK with an office in Beirut- May 2012 - November 2017

Marketing Manager

- * Develop and execute overall MKT plans, and set MKT budget
- * Responsible for PR activities (including writing PRL, arranging interviews)
- * Plan, design, and execute digital MKT plans including editorial plans for social media, web, SEO/SEM, email campaigns
- * Maintain the company's brand and produce all related communication materials (ex, posts, visual data, infographics, brochures, short videos, etc)
- * Develop content strategy and produce high quality content (Reports, interviews, Newsletters, Success Stories, etc)
- * Build, grow, engage audience around news content for clients projects
- * Organize events targeting the publishing industry
- * Research leads and competition in the publishing industry and produce analytical reports
- * Generate leads through marketing activities

ProCons-4it (SAP Business One Gold partner)-June 2015 - Present

PPI Media based in Germany (PPI Media acquired KnowledgeView Ltd. -January 2018 - Present

Digital Marketing Specialist(Freelance)

- * Generate leads into sales funnels through digital marketing mix:
- * Email campaigns, LinkedIn sponsored ads, Google Adword, SM ads
- * Create Landing pages, animated videos, website, optimize SEO
- * Measure and report performance of all digital marketing campaigns

PREVIOUS EXPERIENCE

