



ANDRE KALLAS

Digital Enthusiast & E-Commerce Specialist



PROFESSIONAL SKILLS

- E-Commerce Management
- Requirements Gathering
- Project Planning
- Adobe & Office Suite
- Digital Marketing
- CRM & CMS



CONTACT ME

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WORK EXPERIENCE

DIGITAL MANAGER

Sept 2018 - present

ONLINE BUSINESS MANAGER

Jan 2018 - August 2018

GROUP WEBMASTER

2014 - 2018

DIGITAL MARKETING & MULTIMEDIA MANAGER

2008 - 2014

MULTIMEDIA DESIGNER & IT SUPPORT

2006 - 2008

INTERACTIVE SWITCH, LEBANON

Advise clients on the best technologies and digital solutions that fit their needs. Oversee all aspects of digital business development and marketing. Manage all E-commerce websites. Brainstorm growth strategies and evaluate important metrics that affect our clients' website traffic and target audience.

EXOTICA, LEBANON

Conduct retail activities in all Exotica's online business (Social media, E-commerce website, CRM implementation, high season software processes). Ensure online sales targets are met. Help the business stakeholders foresee how their work will need to change to keep up with rising technologies.

IFP GROUP, LEBANON

Handle ICT projects (websites, Emails, social media, CRM, event software) from concept to execution including marketing strategies. Create, analyze, and document detailed functional specifications. Deliver elements of systems design, including data migration rules, business rules, wireframes, and other deliverables (requirement document, test plans and strategies).

INEGMA, LEBANON - DUBAI

Handle the creation and documentation of all online business needs: websites, news portals, and software (front end & back end) for conferences & exhibitions for all conferences and exhibitions in the gulf region.

Zi - Production, LEBANON

Come up with ideas, designs (websites, E-mail campaigns, business cards, brochures) for offline and online businesses through understanding the needs of the clients/stakeholders.



EDUCATION

AL KAFAAT UNIVERSITY, LEBANON

Obtained a bachelor's degree in multimedia & communication with emphasis on web design & development, marketing, and animation.



REFERENCES

- Hichan El Hajj Boutrous**
General Manager, Interactive Switch
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- Rawad Sleem**
General Manager, NextFair LLC
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E-mail: rawadsleem@gmail.com



CERTIFICATIONS

- Google Digital Garage**
Online Marketing Fundamentals
Advanced Google Analytics
Google Digital Sales
- Hubspot Academy**
Inbound Marketing
Content Marketing
- Facebook Blueprint**



LANGUAGE

- ARABIC
- ENGLISH
- FRENCH

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