

Ihab El Mortada

38 years old, Lebanese and Brazilian citizen
Doha-Qatar



E-mail: *ibab.elmortada@outlook.com*

Mobile: +974 6690 1915

Skype: *ibab.el.mortada*

Zoom: 663 719 6872

Objective

Developing professional experience in administrating management activities and implement a comprehensive social media strategy, including projects and metrics using the strategic planning techniques for today's business needs to handle brand and image crises rapidly to preserve networks and perception.

Education

- Instituto Europeo de Posgrado (IEP)
 - *MBA Project management - Internship*
- Credit-for-experience / scholarship program
 - Federal University of Minas Gerais (UFMG)
 - *BBA / GPA 3.5 - Management Information Systems (MIS)*
- Lausanne /Ge (Switzerland)*
2006
14 Month (1.500 hrs.)
BH / MG (Brazil)
2002

Experience

- **Trinity International** *Activity Stopped due to Pandemic Covid-19* **(Qatar)** October 2018 - February 2020
Global Trading Manager "offshore ICC Contract"

Acting as a middleman and trading representative under ICC regulation followed with handling commercial banking procedures, underwriting, evaluating contracts, SGS and source inspection. Sourced deals, negotiated and closed 20 to 35% less than market price.

- **Akar Trading** **(Lebanon)** January 2010 - September 2018
Digital Marketing Manager

Collaborated by applying a strategic plan to raise up company's profile, outreaching social media market segmentation throughout key demographics. Got involved with visual designs, web publishing, SEO and basic content management systems. Created high-quality content for 5 communications channels, with senior staff. Strengthened brand and engaged community by monitoring production of creative and exciting content. Grown 75 % of web traffic by evaluating data analytics and improving site structure and content. Created strategy, timeline, and administered creation of print materials and regular e-communications. Developed press contacts and executed media strategy, including drafting press releases. Managed and oversaw day-to-day execution of social media messaging, supervised marketing, rentals coordinator and digital growth planning to reach out new markets.

- **Grupo Indumill** **(MG - Brazil)** January 2007- January 2010
Project Manager /ERP Cloud integrated System

Concluded an ERP cloud integrated System implementation project deployed in an industrial, transport and administrative firms of a multinational holder company. Trained staff and planed with a team for training employees in each department upto 500 users. Participated in accounting, financial and logistic operations. Developed a business case on pricing, supply chain systematic strategies and revenue models for alternative product pricing by upgrading a new policy on 5 business units resulting 30% profit growth, management progress and cost reduction.

• **Macnific Solutions S/A** *(Geneva - Switzerland) September 2004 - December 2006*

Marketing Coordinator "Internship IEP"

Demonstrated revenue generated access control and tracking projects and deployed bio-information technology services and products in 2 targeted markets in the Middle East.

• **Beirut International Airport** *(Lebanon) November 2002 - August 2004*

System Analyst

Supervised system model applications and database maintenance, managed daily reports and risk monitoring (High-tech "electro mechanical and auto-vigilance" controlling system).

Skills

Languages

Arabic, English & Portuguese
Spanish, French

(Well - read and written)

(Working knowledge)

Personal development

- Professional with experience in Information Technology and digital marketing project coordination applied on different business sectors, projects and with analyzing real problems using effective quantitative tools, finding best solutions to these problems, and taking appropriate decisions in implementing solutions. Though, in developing and applying relevant information technology systems in real life business situations, problem solving.
- Capability to expand relationship with clients and employees. Although, to educate and encourage a team on procedures and processes to accomplish excellent results on a dedicated time scope throw-out oral and written communication and public speaking.
- Knowledge of inventory procedures and practices and of standard administration standards and practices, and standard company practices and operation activities: Initiating, planning, designing, executing, controlling, monitoring and closing business projects.

Complementary courses, seminars and membership

- **Google Digital Academy** (www.skillsshop.withgoogle.com) *Doha (Qatar)*
✓ Google Ads Search Certification 2020
- **Al Jazeera Media Institute** / Adv. digital marketing strategy (www.institute.aljazeera.net) *Doha (Qatar)*
✓ Certified in Digital Communication and Media/Multimedia 2020
✓ Certified in Effective Online Presence 2020
✓ Certified in Content Writing for Twitter 2020
- **ATM** / Digital marketing and tourism (www.arabiantravelmarket.wtm.com) *Dubai (UAE)*
✓ Certified of attendance Travel Agents' Academy "Remotely" 2018
- **WIX-ED** / Information Technology (www.wixed.wix.com) *New York (USA)*
✓ Certified in Wix Webmaster Massive Course "Remotely" 2017
- **EDX** / **Social Sciences** A Humanitarian Massive Course (www.edx.org) *London (UK)*
✓ Certified in Social Science - Human Rights specialist 2017
- **The Cultural Movement in Lebanon** (www.althakafia.com) *Beirut (Lebanon)*
✓ Active certified member 2016
- **TOTVS** / Information Technology (www.totvs.com) *BH - MG (Brazil)*
✓ Certified in RM Nucleus application system. (Invoicing and stocking). 2008
✓ Certified in SQL Base Consulting in RM BIS. 2008
✓ Certified in RM Fluxos application system (Financial control). 2008
- **Institute SENAC** / Information Technology (www.senac.com.br) *BH - MG (Brazil)*
✓ Certified in DELFI Programming language groundwork techniques. 2008
✓ Certified in Networking AD, infrastructure PM & strategic techniques 2007
✓ Certified in Applied Logic of Programming techniques. 2007
- **Faculty of Estacio de Sa and UFMG** *BH - MG (Brazil)*
✓ Participation certificate in seminar: Technology and Informatics. 2006
✓ Participation certificate in seminar: Marketing and Logistics. 2006

References

<https://www.linkedin.com/in/iabelmortada/>