

MALEK OBEIDY

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I'm currently seeking an employment where I can use my talents, skills, and knowledge to help the company meet and surpass its goals, while I experience advancement opportunities.

CAREER HISTORY

International Fairs and Promotions (IFP Group) - Lebanon

Marketing Executive, October 2017 – Present

- Manage 5+ events simultaneously
 - Develop and implement online and offline marketing plans and campaigns
 - Manage and maintain the events' websites
 - Create and optimize content for the websites and social networking accounts (LinkedIn, Twitter...)
 - Track and analyze web-traffic flow through Google Analytics and provide regular internal reports
 - Attain key performance indicators such as reducing the website bounce rate and improving conversions
 - Continually work on the Search Engine Optimization of the events' websites
 - Create online display ads through Google AdWords and oversee the advertising budgets
 - Research and target specific data segments through Microsoft Dynamics CRM
 - Create content for email marketing campaigns
 - Develop, manage, and recruit media-partnerships to promote the events
 - Develop design briefs for: logos, website banners, ads, brochures, and onsite branding materials
 - Identify new trends, evaluate new technologies, and ensure the brand is at the forefront of industry developments
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International Fairs and Promotions (IFP Group) - Lebanon

Lead Generation Executive, November 2015 – October 2017

Three-time Employee of the Month (January, May & October 2016)

- Collaborated with channel-specific marketing teammates to identify areas for growth
 - Tested and optimized marketing tactics for customer acquisition and conversion rate optimization
 - Conducted and presented competitive analysis and market research
 - Generated new business leads for more than 20 conferences across the GCC through LinkedIn Sales Navigator
 - Managed marketing aspects on Microsoft Dynamics CRM and ensured their effective use by cross-departmental teams
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Hyphen Design and Event Planning - Lebanon

Social Media Specialist (Internship), August & September 2014

- Built and executed social media strategy through competitive and audience research
 - Set up and optimized company pages within each social media platform
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CERTIFICATIONS

- **Google AdWords Fundamentals**
Google, March 2018
 - **Google Analytics Individual Qualification**
Google, March 2018
 - **The Online Marketing Fundamentals**
Google, January 2018
 - **Inbound Marketing**
HubSpot Academy, January 2018
 - **Certificate of Achievement – Social Media Workshop**
AMIDEAST, November 2016
 - **Certificate of Participation – “Disagree... Debate to Achieve” Workshop**, October 2012
Lebanese Society for Children Capacity Building, October 2012
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ACADEMIC QUALIFICATIONS

- **BA in Marketing, *with distinction***
Rafik Hariri University, 2011 – 2014
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HONORS AND AWARDS

- **Rafik Hariri University Academic Achievement Scholarship**
Rafik Hariri University, 2013
 - **Rafik Hariri University Academic Excellence Award**
Rafik Hariri University, 2013
 - **Rafik Hariri University Distinguished Honor List**
Rafik Hariri University, 2013
 - **Rafik Hariri University Honor List**
Rafik Hariri University, 2014 & 2012
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Date of Birth: 25th September 1992; **Languages:** English (Excellent Command) and Arabic (Native Speaker)
References Available Upon Request