



AHMAD EL BIZRI

Jeddah Saudi Arabia

(+966) 55 951 1219

elbizri.ahmad@gmail.com

PROFESSIONAL SUMMARY

Persistent and determined to achieve excellence. Dynamic in the workplace and self-driven. Highly motivated graduate with experience in visual media, digital marketing, social media communication, advertising and art direction. Enthusiastic individual exuding leadership qualities, communication and teamwork skills, with the ability to adapt, prosper and innovate while demonstrating competency under pressure.

EDUCATION

IE BUSINESS SCHOOL

Master of Visual & Digital Media

- GPA: 3.04/4.0

Madrid, Spain

October 2014 - July 2015

AMERICAN UNIVERSITY OF SCIENCE & TECHNOLOGY

Bachelor of Arts/ Communication Arts - Advertising

- GPA: 3.3/4.0
- Ranked 2nd among graduating class / Honor List

Beirut, Lebanon

2011-2014

PROFESSIONAL EXPERIENCE

BELAJIO RESORT

Digital Marketing Manager

Jeddah, Saudi Arabia

November 2017 – Present

- Analyze the brand and current strategy and highlight areas of weaknesses or conflicting messages.
- Gather & analyze consumer insights from Digital initiative.
- Create a new brand identity and corporate image.
- Lead and manage the digital & creative team. (Graphic design , Photography & Videography)
- Manage and develop the content for the Social Media Platforms and ensure to respond to all customers' inquiries on social media.
- Monitor & track the performance of digital platforms
- Work closely with Media, Creative and digital Agencies.
- Control the digital spending & budget allocation.
- Support offline marketing campaign

BRUCE CLAY MIDDLE EAST

Community Manager

Jeddah, Saudi Arabia

December 2016 – April 2017

- Develop and implement a social media strategy through competitive research, platform determination, benchmarking, messaging and audience identification.
- Execute, drive and strategize a weekly social media schedule for the various accounts handled.
- Execute daily tasks on social media across the identified platforms; including publishing content, performing enhancements and modifications, coordinating prompt responses to questions and comments over social media platforms.
- Continuously improve by capturing and analyzing the appropriate social data/ metrics, insights and best practices, and then acting on the information.

THE MARKETING DEPARTMENT

Online Marketing Associate

Jeddah, Saudi Arabia

January 2016 – June 2016

(Clients: Bupa Arabia & Volkswagen)

- Assist in setting the direction of client campaigns by attending meetings with the client and set up all requirements to get the job done.
- Attend client meetings to understand their culture and keep up with their latest changes.
- Plan and suggest new ideas of executions on digital media.
- Implement and plan the production of ad campaigns and monitored them during their development phase
- Manage campaigns production and high accuracy in proofing details.
- Monitor channel performance and operations flow.
- Assisted on requirements for graphic design.

MARCH GLOBAL

Freelance Multi-Media Designer

Jeddah, Saudi Arabia

July 2014 – January 2016

- Created and enhanced the company's brand identity.
- Designed the visual communications media (corporate multimedia presentations, promotional videos, brochures, online interfaces for marketing and advertising campaigns)

G DESIGN GROUP

CAD Draftsman

Beirut, Lebanon

May 2011 – September 2012

- Designed plans using computer-aided design and drafting (CAD) software.
- Assisted and coordinated with designers and engineers.
- Calculated dimensions and allowances with accurate precision

LANGUAGES

- Arabic (Native)
- English (Fluent)
- French (Fluent)
- Spanish (Beginner)

CERTIFICATES

- **Social Media Paid Advertising Training.**
Arab Tourism Organization (Arab League State),
The International Federation of Digital Marketing.

Jeddah, Saudi Arabia
August 2016

ADDITIONAL INFORMATION

- **Social Media Measurement Tools:** Google Analytics, Simply Measured, Minter.io, Social Bakers.
- **IT Skills:** Microsoft Office, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Lightroom,
- **Volunteering:** DPNA, Distribute exceptional food parcels to Lebanese refugees, South of Lebanon, War 2006
- **Hobbies:** Traveling, Photography, Acting, Ball Room Dance (2nd runner up Latin Dance 2007).
- **Nationality:** Lebanese
- **Iqama Status:** Valid / Transferable - Marketing Manager