

# NICOLAS ARAMAN

**Marketing  
Coordinator -  
Social Media  
Specialist**

## PERSONAL PROFILE:

I am a goal-oriented marketing person with an eye for detail, a passion for sports and improving creative processes on all the different social media platforms

## PROFESSIONAL SKILLS:

- Market Studies
- Social Media Strategies
- Social Media Content Analysis
- Ad Sales Monitoring
- Creative and Critical Thinking

## CONTACT DETAILS:

Achrafieh, Lebanon  
Home: +9611329861  
Cell: +96170484910  
nicolasaraman13@gmail.com  
www.linkedin.com/in/nicolasaramann

## EMPLOYMENT HISTORY

### PROJECT MANAGER - TIKTOK ACCOUNT

*Eurosport Arabia - Choueiri Group*  
*Apr 2020 - Present*

- Manage a team of 3 video editors and distribute daily tasks in order to enhance the performance and ameliorate the content
- Weekly analysis concerning the type of content the team should upload, brainstorming with all the concerned parties for short and long term strategies
- Set short and long term goals (followers, type of content, reach, country specific content) - Achieved 40K followers in the first 2 months

### MARKETING COORDINATOR - COMMERCIAL EXECUTIVE

*Eurosport Arabia - Choueiri Group*  
*Jan 2019 - Present*

- Monitor Ad Sales campaign running on Eurosport Arabia's Website and Application in order to deliver guaranteed metrics on time
- Provide sales teams in Dubai - KSA - Lebanon proactive packages detailing all the services Eurosport Arabia can come up with
- Constant communication with all the sales department when it comes to clients needs
- Monthly reports for all Social Media platforms where Eurosport Arabia is represented (TikTok, Snapchat, Instagram, YouTube, Facebook, Twitter)
- Market and Audience studies in order to stay ahead in the world of Digital Marketing

### FINANCIAL CONSULTANT

*Allianz*  
*Jan 2019 - Aug 2019*

- Secure Insurance needs (Life and non-life policies)
- Manage Financial Assets portfolio
- Build retirement plans for employees and entrepreneurs

### DIGITAL MARKETING SPECIALIST - INTERN

*Randem Do Better*  
*Aug 2018 - Nov 2018*

- Run SEO and SEM campaigns for Australian clients
- Build Google analytics reports for each client
- Manage Social Media campaigns on Instagram and Facebook

### MARKETING EXECUTIVE

*Athletico SC*  
*Nov 2016 - July 2018*

- Made contact with a German brand (Uhlsport) and signed a contract worth 200K\$ for a 3 year jersey partnership
- Events and trips organizer for multiple Football tournaments around the world (France - Cyprus - Germany)
- Market studies, studying competitors weaknesses and opportunities in the market

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## ACADEMIC BACKGROUND:

### MASTERS IN MARKETING

*Universite Francois Rabelais de Tours - France  
September 2015 - June 2017*

### MASTERS IN MARKETING

*Universite Saint Joseph - Lebanon  
September 2015 - June 2017*

### BACHELOR IN BUSINESS AND MANAGEMENT

*Universite Saint Joseph - Lebanon  
September 2012 - June 2015*

### BACCALAUREATE 2 IN SOCIAL ECONOMICS

*Grand Lycee Franco Libanais GLFL - Lebanon  
September 1997 - June 2012*

### CERTIFIED DIGITAL MARKETING PROFESSIONAL - CDMP

*Morgan International - Lebanon  
April 2018 - June 2018*

## LANGUAGES

ENGLISH - FULLY PROFESSIONAL

FRENCH - FULLY PROFESSIONAL

ARABIC - NATIVE

## SKILLS

### SOCIAL MEDIA PLATFORMS

- TikTok
- Snapchat
- Instagram
- YouTube
- Facebook
- Twitter

### PRESENTATION AND REPORTING PLATFORMS

- Google Analytics
- Google Ad Manager
- Microsoft Excel
- Microsoft Power Point

## HOBBIES AND ACTIVITIES

I am a full time volunteer in "Beit el Aataa" where we provide elders with food and shelter throughout the year

I breath sports and especially Football which drove me to choose my career path

Former St Elias Jouret el Ballout Scout

Travel, music and friendship are also part of my everyday life