Jad Youssef Doumani

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Education

Doctor of Professional Practice (DProf) in Teaching English to Speakers of Other Languages (TESOL), University of St. Andrews

01/2023

MA in International Relations, Queen Mary University of London

05/2019 - 05/2021

BS in Business, *Lebanese American University*

2017

LAU Honor's Scholarship (Spring 2015 – 2017)

Beirut, Lebanon

Dean's List & Distinguished Honor's List (Spring 2015 - Spring 2017)

Professional Experience

Outreach & Communications Manager, Utopia Science Fiction Magazine 🗵

04/2022 - 07/2023

- Secured over \$10,000 in crowdfunding campaigns on Kickstarter.
- Increased Utopia SF Magazine's Twitter following by over 400%, from 700 followers to 3300 followers.
 - Crowdfunding Campaigns & Social Media Accounts Managed:
 - Volume 5 Kickstarter Campaign 🛮
 - Twitter: @FictionUtopia 🛮
 - Facebook: /UtopiaScienceFiction ☑

Digital Marketing Manager, Solarpunk Magazine

01/2021 - 03/2024

- Secured over \$40,000 in funding for the magazine on Kickstarter through my marketing efforts using Facebook, Instagram, TikTok, and Twitter organic and paid ads.
- Increased Solarpunk Magazine's Twitter followers by over 1000% and Instagram followers by over 200%.

Crowdfunding Campaigns & Social Media Accounts Managed:

- Solarpunk Magazine 2022 Kickstarter Campaign (\$27,306)
- Solarpunk Magazine 2023 Kickstarter Campaign (\$15,386)
- Twitter: @SolarpunkLitMag (6,000 Followers)
- Facebook: /solarpunklitmag/ (1,023 Followers)
- Reddit: r/SolarpunkMagazine (1,200 Followers)
- Instagram: @SolarpunkLitMag (2,553 Followers)
- TikTok: @solarpunklitmag (203 Followers)
- Backer-exclusive Discord Solarpunk Magazine (278 members)

Member of Youth Steering Group, Coventry UK City Of Culture 2021

11/2021 - 05/2022

• Organized the Global Youth Series, an event that involves three days of global engagement across the Coventry City of Culture Programme as part of an international team of media experts.

- Secured over \$30,000 in funding on the Zoop crowdfunding platform through my marketing efforts using Facebook, Instagram, and Twitter paid ads: https://zoop.gg/c/bryantalbot
- Increased his Instagram following by over 1,000% from around 700 to 7,700 followers and his Twitter following by over 200% from 2,000 to 5,000 followers.
 - Crowdfunding Campaigns & Social Media Accounts Managed:
 - Bryan Talbot: Father of the British Graphic Novel Crowdfunding Campaign (\$30,058)
 - Twitter: @Bryan_Talbot (5,647 Followers)
 - Instagram: @BryanTalbotOfficial (7,613 Followers)

Certificates

 Advanced Google Analytics Certificate

• Google Project Management

- HubSpot Academy SEO Training Certification
- Google's Fundamentals of Digital Marketing Certification

Certificate

Skills

Web Design

WordPress, Squarespace, Wix, HTML, CSS

CRM & SEO Software

Hubspot, Salesforce, Google Search Console, & Screaming Frog

Graphic Design and Video Editing

Adobe Premier, Photoshop, InDesign, Illustrator, and Canva

Digital Marketing Tools

Twitter Analytics, Facebook Business Manager, Facebook Ads Manager, Facebook Insights, Hootsuite, and Mail Chimp