

Mohammad Shafik Adnan Al-Hakim

Nationality: Lebanese

Marital Status: Single

Date of Birth: 19 November 1996

Dawhet Aramoun

Calipso Street, Mohtar Building

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EXPERIENCE

Antwork, Spears — Digital Marketing Strategist and Communication Officer

April 2018 – Present

Responsible for the successful management of the digital strategy and setting all the digital marketing strategies. Handling Hubspot CRM, Marketing, and Sales for the whole company, and monitoring SEO/SEM, Social Media, analyzing the web traffic, and suggest the digital marketing best practices to boost the web presence.

Digital Marketing Freelancer

March 2016 - Present

Managing social media platforms and PPC campaigns, and doing email marketing strategies to increase conversion rates, gathering new leads and driving traffic to my clients' websites.

SocialWeTalk, Hamra — *Digital Marketing Specialist*

January 2018 – March 2018

Searching for qualified leads through professional tools, creating copywriting content, managing their social media Platforms, and working on their online and offline marketing strategies (Facebook, Instagram, etc...)

P.F Chang's, The Spot Choueifat — *Waiter and Bartender*

June 2017 - February 2018

Serving food and beverages to customers up to hospitality standards

AllianzSNA, Jal El-Dib — *Financial Consultant and Sales Executive Agent (Freelance)*

December 2016 – July 2018

Searching for consumer insurance and financial needs

VOX Cinemas, City Center Hazmieh — *Customer Service Officer*

November 2015 - June 2017

Upselling and suggestive selling at the ticket box

Burger King, City Center Hazmieh — *Customer Service Representative*

June 2015 - October 2016

Serving food and beverages to customers

SKILLS

Public Speaking

Communication and

Presentation Skills

Social Media Marketing

E-Commerce

Google AdWords

Google Analytics

Hubspot Marketing

Search Engine Optimization

Search Engine Marketing

Email Marketing

Fluent in Arabic and English
(Reading, Writing, Speaking)

Internships/Volunteering

VOX Cinemas, City Center Hazmieh — *Intern*

December 2016 - February 2017

- Coordinate in the various job duties that is submitted to the marketing department

Student Activities

Department, BAU — *Volunteer*

December 2016 - May 2018

-Participate in organizing and planning for events.

EDUCATION

Beirut Arab University, Beirut — *Bachelor's In Marketing* **CGPA:2.74**

October 2014 - June 2018

- Undertaken courses in Brand Management, Marketing Research, International Marketing and Consumer Behavior, Strategic Marketing Management, Advertising & Promotion... etc.

Rafik Hariri Official Secondary School, Beirut — Secondary School

Till June 2014

Certifications

Hubspot Marketing Software Certified

July 2018

Hubspot Inbound Certified

August 2018

Morgan International, Downtown — *CDMP (Certified Digital Marketing Professional)*

Expected December 2018 - February 2019

Facebook Blueprint Certification

Expected December 2018

British Council, Beirut — *IELTS*

October 2017

- Score: 6.5/9

Beirut Arab University, Beirut — *IC3 (Internet Computing Core Certified)*

February 2018 - March 2018

WORKSHOPS

Blom Shabeb —Self
Development October
2017

MESMF (Middle East Social Media Festival) —Top Trends of Digital Marketing in 2017
May 2017