

Jad Haidar

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Summary

Marketing graduate with the ability to learn and develop new skills quickly and efficiently. Motivated, creative and innovative when it comes to new ideas in content creation and copywriting. As an intern in Born Interactive I was exposed to social media campaigns in different markets and sectors that helped shape my understanding of the different tools used for monthly reports, scheduling, and research. My second internship at Mirum exposed me to social media analytics. Energetic and driven, I kept up to date my knowledge of new trends and strategies to enhance company's customer satisfaction through research, articles and business blogs.

Education

Global Business School Barcelona	2014-2016
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Masters of Future Marketing and Communications.

Lebanese International University	2010-2013
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Bachelors in Business Marketing.

Skills

Computer Skills	MS Office: Word – Excel – PowerPoint – Outlook – Internet.
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Languages	English – Arabic: Full proficiency French: Beginner
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Other Skills	Facebook Ad Manager – Google Analytics – Twitter Analytics – Google AdWords – Social Bakers – Hootsuite – Google Ad Network
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Experience



Social Media Analytics

April 2018 – May 2018

- Boosting of paid posts (using facebook ad manager, google adwords)
- Spent reports (using facebook ad manager, twitter analytics)
- Monthly and weekly reports
- Attended brainstorming sessions for campaigns



Marketing and Social Media Intern

July 2015 - August 2015

- Assist with streamlining company social media accounts
- Increase the number of followers we have on Twitter by following and engaging with potential clients and candidates.
- Posting Tweets on a daily basis and using tools like TweetDeck to plan forward-looking Tweets over weekends and holidays
- Posting updates to the Company Facebook account
- Work with directors to implement other channel-specific campaigns

2) Coordinating and Distributing Content

- Scheduling and coordinating a monthly brainstorming meeting with Born Interactive internal social media team to establish content ideas for the month ahead, and to plan for a monthly social media, editorial, marketing and blogging calendar.
- Maintain a monthly social media and blogging calendar, and ensure that everyone is meeting their deadlines.
- Liaising with senior consultants and directors to push new blog posts through the calendar.
- Repurpose content from other sources for our own social media channels

3) Understanding and monitoring social media analytics

- Track key social media analytics on a monthly basis, including Google Analytics, LinkedIn company stats, etc.
- Track and report website statistics using Google Analytics. Look at how well specific content performs and look at the flow of traffic. Look at how well blog posts perform based on their 'sharerating' and the total number of viewers and time spent on page. Look at the best performing web site pages and try to generate new content that does the same or better. If consultants are producing original content and blogs, report back to them weekly with the performance of those posts.

- Use the company's HootSuite account to create lists of followers and to schedule tweets so that they are continuously pushed out.
- Work with the directors to build monthly reporting tools on social media analytics and performance against our 'baseline targets'.



**Loyalty Program Representative
And Sales Associate**

October 2016 – December 2016
(Seasonal Contract)

- Greeting, assisting and serving customers on the shop floor at any and all points in the shopping experience, in order to ensure the provision of the highest standards of customer service and the achievement of maximum sales.
- Communicate with customers to enroll them in Virgin Megastore's loyalty program.
- Communicate with managers and team members to ensure effective customer service.



Telemarketing Agent

June 2017- September 2017

- Perform cold calls and gain referrals to market the GO membership program.
- Assist in the creation of the social media strategies for further customer reach.
- Speak at corporate meetings to motivate new comers.

Training



AstroLabs in collaboration with Beirut Digital District

Comprehensive Online Marketing Workshop 2018

- Overview Digital Marketing Strategy: Understanding all Digital Channels and How To Develop A Strategy For Any Business.
- Push Marketing: Display Ads- GDN (Google Display Network), Programmatic Ads, Facebook, Instagram, Snapchat, Twitter & LinkedIn Ads. Practical Session: Creating Display Ads across multiple platforms.
- Optimizing the funnel: Making smart changes to your site for Conversion Rate

Optimization, How to setup Retargeting (Facebook, Google and 3rd Party).

- Pull Marketing: SEM (Search Engine Marketing)- Adwords, setting up your first campaign, Ad groups, Keywords and Google Shopping Ads. Practical Session: Keyword Research, and creating Google Search Campaigns.
- Long term marketing: SEO (Search Engine Optimization)- Getting your site to rank high on Google organically, Organic Social Media (Automation, Growth Hacking & Content) and Influencer Marketing.
- Customer Retention: Digital CRM (Customer Relationship Management), Newsletter, Segmentation, Automation and Drip Campaigns.
- Analytics & Tracking: Defining Inbound Traffic, Goals, Events, Creating Reports and Dashboards.
- Advanced Digital Marketing Strategy: Defining key metrics and Optimizing budgets.



Inspire Fitness Academy

Certified Personal Trainer 2017-2018

Interests

I have interest in trying new things, taking part in exciting activities constantly pushing me outside of my comfort zone. I like to stay up to date with the music industry as well as with international business magazines. I enjoy sports, music, dancing and philosophy, watching movies/series and reading books as well as playing strategic videos games.
