

ALAIN ABOU-ATMEH

EDUCATION

Notre Dame University • September 2009 – February 2014

- BBA in Management
- Minor in Finance

Collège Notre Dame Du Mont Carmel - Fanar • 1994 – 2009

- Lebanese baccalaureate

The Shaw Academy • 2015

- Diploma in Digital Marketing (Grade: Distinction)

Social Media Marketing World attendee • 2018 (San Diego – California)

WORK EXPERIENCE

Digital Marketer at Band Industries Inc. – Beirut – Lebanon

- **October 2016 – Current**

- 1) Plan and execute all web, SEO/SEM, marketing database, and display advertising campaigns.
- 2) Manage Roadie's Social Media content creation and moderation
- 3) Plan and execute Roadie's Email Marketing strategy
- 4) Manage Roadie's CRM
- 5) Measure and report performance of all marketing campaigns, and assess against goals (ROI and KPIs).
- 6) Provide in depth analysis using google analytics and other reporting tools in order to enhance and optimize all running PPC campaigns.

Platforms used:

- Facebook Advertising (including Instagram)
- Amazon Marketing Services

- 7) Collaborate with the marketing team to build awareness and raise the profile of Band Industries and its products in the mind of our target audience.

- 8) Helped Roadie 2 and Roadie Bass achieve their Kickstarter goal and become the most funded music accessory in the history of crowdfunding.

More here: <https://www.kickstarter.com/projects/roadietuner/roadie-2-and-roadie-bass-automatic-instrument-tune>

Social Media and Community Manager at Accelerate Online S.A,L – Beirut - Lebanon

• **April 2014 – October 2016**

- Strategy Planning, including outlining goals, defining the target audience, and choosing The right monitoring tools
- Day-to-day management and development of content calendars on social media platforms
- Proactively interacting with online communities across all platforms
- Analyzing paid and earned campaigns
- Preparing social media reports
- Dealing with and resolving online negative feedback
- Providing online customer service

Logistics Intern at Cargo Master Group – Beirut - Lebanon

• **July 2013 – August 2013**

- In charge of acquiring import/export price lists from shipping lines
- Database entry
- Liaising with customers on various shipping topics to help close the deal

OTHER EXPERIENCES

- Teaching drums to a variety of students with different levels
- Member of “Les Scouts Du Liban” for seven years

PROGRAMS USED

- Sony Vegas Pro 13
- Adobe Photoshop CS6

LANGUAGES

- English: Fluent, Spoken C2, Written C2
- Arabic: Native Language
- French: Advanced, Spoken C1, Written C1
- German: Beginner, Spoken A1, Written A1

INTERSTS

- Social Media Devotee: Anytime, Anywhere!
- Music addict: A drum player who's always on the search for new bands and songs to listen to.
- Football enthusiast: A huge supporter and admirer of the game. An occasional player as well.

REFERENCES

Available upon request

