



# RONY SKAF

## DIGITAL ACCOUNT MANAGER

“ Driven by my passion to media, sports and science, I was able to build up a great knowledge in these 3 different domains. My career is more of a lifestyle where I am looking for challenges in the above mentioned topics, learn and improve my knowledge and skills. I am looking for a challenge where my skills can bring benefit to the association and where I can learn and grow my career ”

### WORK EXPERIENCE

◆ JUNE 2018 - PRESENT

#### DIGITAL ACCOUNT MANAGER / TBWA \ RAAD

I currently work for TBWA \ RAAD, Awards winning Advertising Agency handling the client's digital needs:

Build Digital Strategies aligned with the clients' business goals

Inbound Marketing and assure the digital organic growth of the brand (counting on SEO, Effective Content Strategy, Keyword research, Social Listening, etc.)

Media Planning & Simulation across all digital channels

Reporting, Analysis & Optimization of Performance

◆ JUNE 2017 - MAY 2018

#### STRATEGIC ACCOUNT MANAGER / ADDBLOOM

I worked as an account manager at Addbloom for 1 year. I had the chance to manage a diverse portfolio of clients. The scope of work was as follows:

Create proposals & Pitch Strategies for potential clients

Manage the digital needs of a diverse portfolio (industries: F&B, Automotive, Services, Real Estate, Beauty, etc.)

Maintain and good & Strong Relationship with the Client.

Up-Sell & Cross-Sell digital services

◆ 2013- JUNE 2017

#### DIGITAL MEDIA MANAGER / SPORTSCODE

Managing sports-961.com, leading Lebanese sports website:

- Social Media and Content Strategy (SEO, Editorial plan, budgeting, targeted audience)

- Audience development & Analysis (Google Analytics, etc..)

- Managing team of 5 members.

- Business planing and development

◆ 2010 - 2013

#### EDITOR IN CHIEF / DIWANEE

- Creating and Managing content for STC's portal (m3com.com.sa), Mou7arikat.com and Eurosport's Arabia Fan Page (Jamaheer.com).

- Managing website's technical needs (SEO, internal links, tags, etc..)

### EDUCATION

◆ 2018

#### DIGITAL MARKETING PROFESSIONAL CERTIFICATE / DMI

I am a Certified Digital Marketing Professional and I earned my certificate in Aug. 2018 after completing the full course of the digital marketing institute. The course focuses on the following topics: Digital Strategies, SEO, Paid Search (PPC), Display & video Advertising, Web Optimization, Content Marketing, Email Marketing, Social Media Marketing (Organic & Paid) and Web Analytics.

◆ 2006 - 2011

#### MASTER DEGREE IN PHYSICS / LEBANESE UNIVERSITY

Holder of a professional master degree in Lasers and its applications after getting my B.A in physics.

### ONLINE CERTIFICATES



### PERSONAL SKILLS

INOVATIVE



CREATIVITY



ORGANIZATION



COMMUNICATION



TEAM PLAYER



### TECHNICAL SKILLS

WORDPRESS



SOCIAL MEDIA



SEO/SEM



HTML



ADOBE PHOTOSHOP



GOOGLE ADWORDS



GOOGLE ANALYTICS



ONLINE ADVERTISING



### HOBBIES

Football, Basketball, Karting, reading, science & technology

### REFERENCES

Available Upon request

### CONTACT

+961 70 782599  
@ ronykaf@gmail.com  
Bauchrieh, Metn, Lebanon



ronyskaf.com



Rony Skaf  
https://www.linkedin.com/in/rony-skaf-21900140