ANTHONY NGHAYOUI

DIGITAL MARKETER

Based in Lebanon

YOU CAN **REACH ME AT...**

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ME ON SOCIAL

- OR FOLLOW f fb.me/anthonyngha/
 - in linkedin.com/in/anthonyngha/
 - o instagram.com/anthonyngha/

SUMMARY

Digital marketer since 2015, experienced in media strategy, planning/buying, and analytics in a dynamic startup environment. I believe that excellent marketing happens when passionate brands create memorable customer experiences by combining creative and scientific approaches.

RELEVANT EXPERIENCE

Performance Manager - Vinelab

OCT 2017 - PRESENT

- · Managed strategy, planning, and resources for all paid media projects
- · Managed all media and analytics processes and activities
- · Worked with clients on developing media strategies and resolving campaign-related issues

Digital Planner, Buyer & Analyst - Vinelab

AUG 2015 - SEP 2017

- Executed 80+ full paid social campaigns from planning to reporting for multinational brands, regional influencers, and digital publishers
- · Developed scoring systems for social content/accounts

Operations Officer - Vinelab

AUG 2015 - MAR 2016

- · Developed digital ads processes and procedures
- · Researched, evaluated, and negotiated prices of business tools.

EDUCATION

B. Eng. in Mechanical Engineering - NDU

SEP 2009 - JUN 2014

- · Minored in Engineering Management
- Graduated Magna Cum Laude
- Member of the ASME

EXPERTISE

I don't believe in full ratings; there's always room to improve

Marketing Strategy Media Planning Paid Social Data Analysis



SKILLS

Strategic Planning Project Management Communication Leadership



LANGUAGES

English Arabic Fluent Native

French Conversational

INTERESTS

Specialty Coffee | Food Tourism Smartphone Photography World Football | Sitcoms & Puns



