

Jawad Ftouni

Business & Marketing

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Professional Summary

Motivated Business and Marketing graduate with hands-on experience in digital marketing, graphic design, and brand identity development. Skilled in planning and executing marketing campaigns, managing creative projects, and analyzing market data to drive growth. Strong background in leadership, teamwork, and creative problem-solving, with proven ability to deliver impactful strategies and designs for diverse clients.

Experience

Freelance Marketing Specialist – Fashion Retail (2024 – Present)

- Planned and executed marketing strategies for clothing stores to increase sales and visibility.
- Managed campaign workflow including planning, design, publishing, and performance monitoring.
- Conducted market research and competitor analysis to identify growth opportunities.
- Analyzed sales data to compare results and optimize campaigns.
- Specialized in fashion retail marketing with a focus on consumer behavior and trends.

Founder & Creative Designer – Design Agency (2023 – Present)

- Led a design team to deliver complete brand identities and visual strategies for diverse clients.
- Expert in Adobe Illustrator and Photoshop, specializing in logo design, packaging, and print materials.
- Created and developed brand guidelines and visual identities to strengthen client positioning.
- Managed end-to-end design projects including concept development, execution, and final delivery.
- Currently working as a freelance designer, handling projects in packaging, logos, brand identity, and print design.

Education

- BBA, Lebanese International University Nabatieh – Expected 2025
- GED, Official High School Nabatieh – 2022

Extracurricular Activities

Youth Volunteer, 405 – Lebanese Red Cross (Jan 2025 – Present)

Skills

- Digital Marketing Strategy
- Graphic Design (Adobe Illustrator, Photoshop)
- Brand Identity & Logo Design
- Social Media Advertising & Content Creation
- Market Research & Data Analysis
- Team Leadership & Project Management
- Teamwork & Collaboration
- Flexibility & Adaptability
- Strong Communication & Presentation Skills
- Problem-Solving & Creative Thinking

Languages

- Arabic: Native
- English: Fluent

Portfolio

