

ALI EL REDA AHMAD HIJAZI

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Results-oriented marketing professional with a proven track record in strategic planning, digital marketing, and brand development. Seeking a challenging role in a dynamic organization where will apply my expertise to drive impactful campaigns, enhance brand visibility, and contribute to overall business growth.

Work Experience

Front Desk – Exhale Studio, Lebanon (Part-time) | 01/2024 – Present

- Created and scheduled engaging social media content to promote classes and special offers, increasing online visibility.
- Managed digital inquiries and built client relationships through consistent online communication.
- Collected and analyzed client feedback to improve marketing campaigns and content strategy.

Store Manager – Mr. Baker, Kuwait (Full-time) | 05/2023 – 10/2023

- Trained and guided a team of 6 staff to deliver excellent brand representation and customer engagement.
- Oversaw daily inventory and prepared performance reports to support marketing and sales objectives.
- Oversaw daily administrative operations, including scheduling, documentation, and compliance with company policies.

Junior Marketing (Remote) – TheChampsSports, Istanbul (Full-time) | 10/2021 – 05/2022

- Created monthly content calendars for social media platforms to align with marketing objectives.
- Researched and generated 150+ creative post and reels ideas tailored to trending occasions and events.
- Assisted in SWOT analysis and campaign optimization to enhance brand awareness and audience reach.

Academic Instructor – Mericler Academy, Istanbul (Part-time) | 02/2021 – 11/2021

- Designed and delivered business-related content tailored for executives, integrating digital tools for engagement.
- Developed structured learning materials and assessments to improve communication and leadership skills.
- Facilitated interactive sessions that improved participant's marketing and management knowledge.

EDUCATION

Bachelor Degree of Marketing

Lebanese International University, Beirut, Lebanon, 2019-2022

LANGUAGE

Fluent in Arabic and English (Writing, Speaking, Reading)

COMPUTER SKILLS

- MS Word
- Excel
- Power Point.

SOFT SKILLS

- Communication skills
- Costumer service
- Team worker
- Leadership
- Problem solving
- Management

CERTIFICATES

- Models United Nation (2016)
- Mericler's Letter of Recommendation (2022)
- Storytelling for Business (2022)
- YouTube Marketing (2022)
- Instagram from Scratch (2022)

Reference Upon Request