

Karim Assaf

Aspiring Digital Marketer

Advertising, Paid Media & Performance Marketing

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Summary

Results-driven Digital Marketing graduate with comprehensive expertise in programmatic advertising, SEO, social media marketing, performance marketing, and paid media campaigns. Skilled in leveraging data analytics and campaign optimization to maximize ROI and drive brand growth. Proven ability to manage end-to-end digital advertising and paid ads execution across multiple platforms. Targeting marketing roles focused on advertising, paid ads, performance marketing, and ad management within multinational companies in Lebanon and internationally, with openness to relocation.

Experience

Shop Manager – 06/2020 to Present

Dunkin, Beirut, Lebanon

- Oversee daily store operations, ensuring smooth workflows and consistent alignment with brand standards.
- Mentor a team of 10+ employees, fostering collaboration and driving a 15% increase in staff productivity through performance coaching.
- Track and analyze operational KPIs to enhance service efficiency and identify growth opportunities across store and marketing functions.
- Implement customer service strategies that improved satisfaction scores by 20%, boosting loyalty and repeat visits.
- Coordinate with local marketing teams to execute in-store promotions, seasonal campaigns, and product launches.
- Utilize communication and decision-making skills to resolve issues quickly while maintaining a high-quality customer experience.

Marketing Intern – 10/2024 to 12/2024

Dunkin, Beirut, Lebanon

- Developed social media calendars and crafted platform-specific content, contributing to a 25% increase in follower engagement.
- Launched paid search ads across Google and Meta platforms, focusing on budget allocation, targeting, and campaign setup.
- Optimized SEO performance by conducting audits, fixing on-page issues, and applying keyword-driven content updates.
- Designed and distributed email marketing campaigns, resulting in a 12% improvement in open and click-through rates.
- Compiled weekly performance dashboards using analytics tools to report on KPIs, ad performance, and user behavior insights.

Education

Bachelor's Degree in Digital Marketing – 08/2022 to 01/2025

American University of Science and Technology, Achrafieh, Lebanon

- Gained in-depth knowledge of digital advertising, media buying, SEO, and PPC strategies.
- Completed coursework in performance marketing, data analytics, and campaign optimization.
- Executed mock paid ad campaigns using Google Ads and Meta Ads Manager, applying A/B testing and audience segmentation.
- Analyzed campaign performance data and developed reports using marketing analytics tools and KPIs.

Key Projects

Digital Marketing Associate

Vikings Academy (Startup Project)

- Executed targeted SEO, SEM, and PPC strategies to boost website visibility, drive qualified traffic, and improve search engine rankings.

- Managed Google Ads campaigns from setup to optimization, ensuring effective spend allocation and improved ad performance.
- Coordinated the creation of digital assets—website content, blogs, and social media posts—aligned with branding and campaign objectives.

Certificates & Courses

Coursera

- Generative AI for Everyone
- AI Technologies and Platforms
- AI in Business and the Future
- Digital Marketing Fundamentals
- Social Media Content Strategies
- Facebook, Instagram & Snapchat Marketing
- Twitter, LinkedIn & YouTube Marketing
- Sales and CRM Overview

Skills & Expertise

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|----------------------------|-------------------------|
| • Google Ads | • Performance Marketing |
| • Meta Suite | • Paid Media |
| • Microsoft Word | • Campaign Optimization |
| • Microsoft Excel | • Conversion Tracking |
| • PowerPoint Presentations | • A/B Testing |
| • Power BI | • Audience Targeting |
| • Microsoft Access | • Ad Copywriting |
| • C++ Programming | • Keyword Research |
| • C# Programming | • Media Planning |
| • Python Programming | • Analytics Reporting |

Languages

Arabic: Native | **English:** Fluent | **German:** Basic