

# AHMAD RAMLAWI



S O C I A L M E D I A E X E C U T I V E

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## PROFILE

I'm a dedicated and professional social media executive seeking new opportunities to enrich my experience and apply my expertise to add substantial value to a dynamic and thriving organization.

## EDUCATION

### RAFIK HARIRI UNIVERSITY

Bachelor Degree in Business Administration (BBA) - Marketing & Advertising  
2018 - 2022

### HOUSSAM EDDINE HARIRI HIGH SCHOOL

High School Diploma International Programme (IP) Diploma  
2010 - 2018

## SKILLS

- Marketing Strategy
- Social Media
- Event Management
- Market Research
- Problem-Solving
- Relationship Building
- Strong Communication

## LANGUAGES

- Arabic: Native speaker or bilingual proficiency
- English: Native speaker or bilingual proficiency

## EXPERIENCE

### Social Media Executive

January 2023 - December 2024

Toothpick - Beirut, Lebanon

- Preparing creative briefs for content design for social media posts and push notifications.
- Developing monthly content calendar aligned with business objectives across multiple social media channels.
- Planning and executing social media campaigns
- Researching and conducting regular competitive analysis to identify industry trends and best practices.
- Using social media insights to refine content strategy and create more engaging content that resonated with the target audience.
- Researching and implementing comprehensive social media strategies to increase brand awareness and drive engagement.

### VOLUNTEER

Aug 2017 - Sept 2019

The Planner - Saida, Lebanon

- Assisted in operational management
- Event management
- Conducted marketing research

## CERTIFICATES

- Become a Meta- Certified Digital Marketing Associate
- Google Ads Essential Training
- SEO Foundation