

JAD ABI SHAHLA

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SUMMARY

Highly motivated to continuously enhance skills and pursue professional growth, demonstrating a strong aptitude for generating captivating concepts to create memorable marketing campaigns that drive impactful results, particularly in the dynamic realm of digital marketing.

PROFESSIONAL EXPERIENCE

Senior Sales Executive, Patek Philippe | Beirut, Lebanon

July 2022 – Present

- Cultivated and maintained robust relationships with high-net-worth clients, ensuring a steady and sustainable flow of revenue for the brand.
- Utilized advanced sales analytics to evaluate the effectiveness of current strategies, driving data-informed adjustments to optimize performance.
- Conducted comprehensive market analysis and competitor benchmarking to understand customer preferences, influencing product positioning and pricing strategies.
- Completed specialized training programs with Patek Philippe, earning certificates of attendance and completion, which enhanced product knowledge and sales techniques.

Digital Marketing INTERN, HOLDAL Group | Beirut, Lebanon

June 2021 – Dec 2021

- Managed social media accounts, boosting follower engagement by 30% and increasing website traffic by 25%.
- Created daily social media posts, resulting in a 20% rise in interactions and a 15% increase in reach.
- Analyzing digital performance reports, enhancing campaign effectiveness by 10%.
- Planned and executed a summer billboard campaign, leading to a 40% increase in brand visibility and a 12% rise in seasonal sales.

Senior Sales Associate, Maison Cadrans | Beirut, Lebanon

July 2018 – July 2022

- Acted as a key individual contributor within client engagement teams, providing expert-level support and leadership.
- Collaborate closely with Engagement Directors and Partners ensuring seamless project execution and client satisfaction.
- Successfully managed a portfolio of high-value clients, resulting in a revenue growth of 25% over the tenure.
- Developed and implemented new sales techniques that improved team performance and client engagement by 15%.

Assistant Supervisor, Cosmo Fun S.A.L | Dbaye, Lebanon

May 2017 – June 2018

- Supervised and motivated a team of staff members, significantly enhancing team productivity and morale.
- Conducted regular audits to ensure store functionality and presentation, leading to notable improvements in customer satisfaction.
- Ensured strict adherence to company policies and guidelines, resulting in a marked reduction in compliance-related issues.
- Implemented a new staff training program that improved operational efficiency and reduced onboarding time.

CERTIFICATIONS

- Digital Marketing Specialist – *Simplilearn September 2024*
- Mobile Marketing: Capturing Audiences in the Mobile Era – *Simplilearn August 2024*
- Content Strategy: Crafting Compelling Messages for Success – *Simplilearn August 2024*
- Strategies for Paid Campaigns: Maximizing ROI – *Simplilearn August 2024*
- Analytics, ROI, and Evaluation: Measuring Success in the Digital Age – *Simplilearn August 2024*
- Ecommerce Listing – *Simplilearn August 2024*
- Blogging – *Simplilearn August 2024*
- Affiliate Marketing – *Simplilearn August 2024*
- Search Engine Marketing: Targeted Campaigns for Maximum Reach – *Simplilearn July 2024*
- Social Media Marketing: Engaging Customers and Building Brand Advocacy – *Simplilearn July 2024*
- Email Marketing: Leveraging the Power of Personalized Communication – *Simplilearn July 2024*
- AI, Automation, and Emerging Technology: Harnessing Innovation for Digital Marketing – *Simplilearn July 2024*
- B2B Marketing – *Simplilearn July 2024*
- Website Creation: Building a Strong Online Foundation – *Simplilearn June 2024*
- Digital Marketing Landscape: Navigating the Ever-Changing Landscape – *Simplilearn June 2024*
- Behavioral Marketing: Understanding the Customer – *Simplilearn June 2024*
- Search Engine Optimization: Unleash the Power of Organic Visibility – *Simplilearn June 2024*

SKILLS

- Digital Marketing Strategies (SEO, PPC Advertising, Content Marketing, Social Media Marketing, Email Marketing)
- Google Workspace (Docs, Sheets, Slides)
- CRM (Salesforce, Microsoft dynamics)
- Microsoft Office (Word, Excel, PowerPoint)

EDUCATION

Rome Business School | Roma, Via Giuseppe Montanelli | 2024 – Present (*expected in 2025*)
International Master's in Digital Marketing and Business Transformation

American University of Science & Technology | Beirut, Achrafieh | 2017 - 2022
Bachelor's Degree in Advertising and Marketing

Languages

- Arabic: Native
- French: Fluent
- English: Fluent
- Spanish: Basic