

# - A L I H A L L A L -

## Digital Marketer

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- ▶ Dynamic Digital Marketer Professional in content creation, strategy development, and social media management. Adept at leveraging data to recommend campaigns and strategies for increased engagement, brand awareness, and lead generation. Possesses exceptional communication and interpersonal skills to work with clients and team members.
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## PROFESSIONAL EXPERIENCE

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### • Manager

June 2022 – Present

#### Car dealership at Al Safeer Al Awal, Sharjah-UAE

- ▶ Establishing clear expectations and objectives for team members, delegating tasks and supervising the completion of those tasks.
- ▶ Developing plans and strategies to meet organizational objectives.
- ▶ Monitoring the performance of team members and providing feedback and counseling on performance improvement.
- ▶ Establishing and maintaining relationships with internal and external stakeholders to ensure the success of the organization.

### • Digital Marketer

Jan 2018 – Aug 2021

#### Auto Spare Parts at REMS Establishment, Beirut- Lebanon

- ▶ Develop and execute strategies for online marketing campaigns, including email, social media, and display advertising.
- ▶ Work with content and design teams to create and implement effective landing pages, web pages, and content for campaigns.
- ▶ Develop, track, and optimize digital marketing campaigns and associated budget.
- ▶ Develop and manage relationships with vendors, agencies, and other third parties.

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## EDUCATION

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**Bachelor's degree in management information system** • Lebanese International University, Lebanon  
2021 (2017 – 2021)

**School Diploma** • Sharjah American International School, United Arab Emirates  
2015 (2014 – 2015)

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## CERTIFICATES

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| ▶ Lebanese International University, Employability Skills Program | July 2021 – Sep 2021 |
| ▶ CIS College, Web Development                                    | Nov 2018 – Jan 2019  |

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## SKILLS

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- ▶ Teamwork
- ▶ Leadership
- ▶ Problem Solver
- ▶ Time Management
- ▶ Microsoft Office (Word, PowerPoint, Excel, Access)
- ▶ Negotiator
- ▶ Communicator
- ▶ Good Analysis
- ▶ Database Management (MySQL)
- ▶ Business Intelligence (Tableau)
- ▶ Online Advertising
- ▶ Telecommunications
- ▶ Math Skills
- ▶ Computer Skills

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## LANGUAGE

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Arabic – Fluent

English - Fluent