

Ray Hakim

Chief marketing officer / Marketing manager

As a social media expert, I create brands and aid small and medium-sized companies in approaching the social media space. with the development and execution of marketing and advertising initiatives.



✉ rayhakim55@gmail.com

☎ +961 81447077

📍 jeita, lebanon

📅 16 July, 1999

WORK EXPERIENCE:

founder / CMO. itbedigitalmarketing agency

06/2020 - 07/2022

kaslik, lebanon

itbe is a digital marketing agency founded in 2020 where it help small and medium businesses grow on social media platforms

Achievements/Tasks

- Developed, implemented and managed social media strategies.
- Produced marketing copy to advertise products, promoting businesses with writing blogs and creating content around industry-related topics
- Managed and had overseen social media content
- Measured the success of every social media campaign.
- Stayed up to date with the latest social media trends and practices.
- Worked with copywriters and designers to ensure content is informative and appealing.
- Collaborated with Marketing, Sales and Product Development teams.
- Communicated with industry professionals and influencers via social media to create a strong network.
- Hired and train others in the team.
- Monitored SEO and user engagement and applied content optimization

contact : Charbel haddad : company director - +96181950110

shop manager. pet world inc.

05/2015 - 03/2019

Antelias, Lebanon

pet world is a pet veterinary and shop for pets (family business)

Achievements/Tasks

- recruiting, training, supervising staff
- managing budgets
- maintaining statistical and financial records.
- dealing with customer queries and complains
- overseeing pricing and stock control

contact : Pierre al hakim - +96103379688

EDUCATION:

Baccalaureate of science economics program : Lycee de ville

04/2002 - 06/2017

Zouk mosbeh, Lebanon

Courses

- Economics
- Sociology
- Mathematics
- Science

SKILLS:

SEO /SEM

PPC/ads

Content creation

Planning

Analytics

planning

PERSONAL PROJECTS:

thecollector.lb (07/2020 - 07/2022)

- e-commerce store

itbemarketingagency (06/2020 - 07/2022)

- brands and businesses I worked with :
- 1 - all brands factory outlet: {clothing brands} - <https://www.instagram.com/allbrandsfactoryoutlet>.
- 2 - Euro brands: {clothing brands} - <https://www.instagram.com/eurobrandnds/>.
- 3 - Ana wiyak cafe: {restaurant} - <https://www.instagram.com/anawiyakcafe/>.
- 4 - El puerto.lb - <https://www.instagram.com/elpuerto.lb/>.
- 5 - Raven tattoo supply: {tattoo supply shop} - <https://www.instagram.com/raventattoosupply/>.
- 6 - Hussein mistrah tattoos: {tattoo artist} - <https://www.instagram.com/hussein.mistrah.tattoos/>.
- 7 - skewers.lb: { restaurant } - <https://www.instagram.com/skewers.lb/>
- 8 - Montemarehotellb: {hotel} - <https://www.instagram.com/montemarehotellb/>
- 9 - Techandleb: { electronics store } - <https://www.instagram.com/techandleb/>

ACHIEVEMENTS:

Google ads search certification (08/2022 - Present)

A Google Ads certification allows individuals to demonstrate that Google recognizes them as an expert in online advertising.

Google Analytics certification (09/2022 - Present)

Showcase your ability to use Google Analytics 4 to gain valuable insights and make marketing decisions

Google fundamentals of digital marketing (09/2022 - Present)

fundamentals of digital marketing certification demonstrate that Google recognizes them as an expert in business strategy, content marketing, email marketing display advertising, analytics, and data insights.

LANGUAGES:

Arabic

Native or Bilingual Proficiency

french

Full Professional Proficiency

english

Full Professional Proficiency