



Adeeb Alghoufary

Digital Marketing & Content Creation

Highly skilled marketing specialist with seven years of industry experience. Dedicated to driving business growth and success through the implementation of effective marketing strategies. Proficient in both digital marketing and public relations, with a demonstrated ability to reach target audiences and develop impactful campaigns. A perfectionist with strong communication skills, I am an ideal candidate for positions that demand attention to detail and effective lead-up communication.

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EDUCATION

English Literature

University of Damascus

03/2017 - Present

Damascus

Literary Baccalaureate

Lycée De Laïque

01/2015 - 07/2016

Damascus

WORK EXPERIENCE

Digital Marketing & Content Creation

Markettcom Ltd

09/2021 - Present

Dubai, United Arab Emirates

A company specialized in representing intellectual property's rights in the commercial licensing marketplace in the MENA region

Achievements/Tasks

- Managed digital marketing campaigns, including SEO, content creation, and social media marketing.
- Utilized data analysis to measure campaign effectiveness and optimize marketing efforts.
- Prepared press releases and corporate presentations
- Prepared marketing strategies and content plans

Social Media Specialist

TAMAS Lebanon

05/2023 - Present

Beirut, Lebanon

TAMAS is a psychosocial re-integrative program that aims to build bridges between juveniles and the society.

Achievements/Tasks

- Designed and wrote social media content.
- Planned and executed live streams.
- Measured campaigns success.

Development Manager

COMIMANIA

02/2022 - Present

Dubai, United Arab Emirates

An e-commerce platform specialized in providing authentic brand merchandise

Achievements/Tasks

- Lead the development of the platform (Web/Mobile).
- Manage awareness events and plan for social media campaigns during launch.
- Create brand awareness through expos and events.

SKILLS

Bilingual

Adaptability

Interpersonal

Strong Communication Skills

Content Writing

Marketing Strategy Development

Digital Marketing Campaigns

Audience Targeting

Email Marketing

Adobe Photoshop

Adobe Illustrator

Time Management

Campaign Impact Assessment

Problem Solving

CRM

CSM

Microsoft Office Suite

CERTIFICATES

Literary Baccalaureate (01/2015 - 07/2016)

High school certificate

Google Digital Marketing & E-commerce Professional Certificate (08/2022 - 04/2023)

LANGUAGES

English

Native or Bilingual Proficiency

Arabic

Native or Bilingual Proficiency

Spanish

Limited Working Proficiency

INTERESTS

Photography

Technology

Content Creation

Languages

Junior Public Relations Officer

Hadara Sport

04/2018 - 01/2021

Damascus, Syria

Achievements/Tasks

- Handle client interactions , giving detailed, personalized, friendly & polite service to ensure client retention.
- Managing the company's content on social network and WordPress website.
- Planning publicity strategies and campaigns.
- Organizing and attending promotional events such as exhibitions.
- Memorized entire line of company products & services, including prices and special discounts.