

Issa Badra

Azmi, North Lebanon

Mobile: +961 76 303474

issabadra@gmail.com

PERSONAL

Date of Birth: 25/Feb/1998

Location: Beirut.

Citizenship: Lebanese.

CORE SKILLS

- Marketing strategy and planning
- SEO (Search Engine Optimization)
- PPC (Pay-per-click) advertising
- Content creation and management
- Email marketing
- Social media marketing
- Marketing budget and expenditure management
- Adobe Photoshop, Illustrator,
- Canva
- Ad copy writer
- Social Media Marketing
- Lead generation and management

EMPLOYMENT HISTORY

Marketing Officer

- **Experia Tech (2021 – Part Time – Present)**
 - Research
 - Monthly calendar
 - Marketing plan
 - Budgeting campaigns
 - Products and projects photography
 - Infographics design, catalogs, brochures and
 - social media posters, stories, reels and videos.

Communication Officer

- **Ruwwad Al Tanmeya (Aug 2018 – 2022)**
 - Takes photo and videos for the activities of Ruwwad
 - Design and customize their brand on social media
 - Scheduling and publish all the content
 - Creating the content in each department

FREELACE WORK

Content Creator and management

- **Quantum Center – Lebanon, Tripoli**

Responsible for developing and managing the creation, publication, and distribution of high-quality written and visual content across various platforms and channels such as Facebook, Instagram and the Website.

Social Media Management

- **Chino Caffè – Lebanon, Tripoli**

creating and executing a comprehensive marketing plan, managing content creation and distribution, managing a marketing budget, and utilizing social media to promote and reach their target audience.

Social Media Management

- **Experia Tech – Lebanon, Tripoli**

creating and executing a comprehensive marketing plan, managing content creation and distribution, managing a marketing budget, and utilizing social media to promote and reach their target audience.

Social Media Management

- **Levantine Institute– Lebanon, Tripoli**

I worked on social media and marketing to reach new students, by posting on social media (Facebook, Instagram, website), and designing for the brochures and poster, and preparing for all the event of the institutes with logistics help.

Branding and Social Media Plan

- **AuraAparell– Lebanon, Tripoli**

creating logo for the business and create a campaign awareness on social media to reach to the target audience and make a social media plan that explain what and when to post on the platform that I suggest to work on.

Social Media Management

- **Mug Coffeeshop– Lebanon, Tripoli**

creating and executing a comprehensive marketing plan, managing content creation and distribution, managing a marketing budget, and utilizing social media to promote and reach their target audience.

Project Coordinator

- **NGO March – Lebanon, Tripoli**

Worked as Project Manager in Tripoli's Qahwetna for the youth of the area, We selected people from marginalized areas in Tripoli to train them in different fields suiting their needs and ambitions in hope that could make use of them in a profession or as a hobby in life.

EDUCATION

Lebanese International University (LIU)
Computer Science (2022)

Lebanese High Institute of Technology (LIT)
BT3 (Information and Technology) (2017)

CERTIFICATIONS & COURSES

- Ruwwad Altanmeya – Visionaris company, Business Consultant.
- Notre Dame University - louaize–Naom Abi Adam, Media.
- American University Of Beirut – Safa Okde, Communication Skills.
- University Of Balamand–Samer Nakhleh, Skills building of improved employability.
- Quality N –Fadi Abi Allam Conflict resolution.
- Attended 40 Sessions of:
 - Microsoft ITLS to achieve a Level 2 certification in Word and Excel.
 - The 7 Habits of Highly Effective People.
 - TEDx Azmi Street Salon training in partnership with TEDx Azmi Street.
 - Microsoft ITLS to achieve a Level 2 certification in Word and Excel.
 - The 7 Habits of Highly Effective People.
 - TEDx Azmi Street Salon training in partnership with TEDx Azmi Street.

SECONDARY SKILLS

- Fast Learning.
- Googling, yes, it's a skill.
- Able to learn anything.
- Management
- Multi-tasking.