

Issam Moukahal

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EDUCATION

Beirut Arab University (BAU) | Beirut, Lebanon

09/2021–06/2024

Bachelor's Degree in Business Administration, Emphasis in Management of Information Systems (MIS)

EXPERIENCE

Khatib Home Collection | Beirut, Lebanon

03/2024-06/2024

Data Entry and Accounting

- Expertly processed payroll, ensuring precise records of employee attendance, working hours, and salary details.
- Skillfully handled various accounting tasks, leveraging POS systems to keep final records accurate and up-to-date.
- Ensured financial transactions were accurately recorded, contributing to seamless financial operations.
- Managed warehouse stock and performed data entry using Wizard Cloud, achieving high accuracy and reliability in inventory records.

Yellow Pages CA | Beirut, Lebanon

01/2023-02/2024 *Media Account Consultant*

- Developed and executed comprehensive social media strategies to enhance brand awareness and engagement
- Created engaging content, managed social media accounts, and analyzed performance metrics to optimize reach and effectiveness across platforms such as Facebook, Instagram, and Display Ads.
- Provided Social Media services to increase brand awareness, follower engagement, and social media conversion rates.

Rivet & Frill | Beirut, Lebanon

09/2021–12/2023 *Sales Manager and Online advertisement*

- Manage, mentor, and motivate a team of sales representatives.
- Build and maintain strong, long-lasting customer relationships.
- Prepared and stored documents for data entry
- Develop and execute online advertising campaigns across various platforms (Google Ads, Facebook Ads, Instagram Ads).
- Use analytics tools (e.g., Google Analytics, Facebook Insights) to generate reports and insights.

EXTRACURRICULAR ACTIVITIES

Lebanese Civil Defense | Beirut, Lebanon

04/2022–Present **Volunteer**

- **Emergency Response Readiness:** Readiness to respond to emergency calls. Prepared to quickly assess and provide medical assistance to individuals in various emergency situations, ranging from medical crises like heart attacks or strokes to traumatic injuries from accidents or violence. This readiness involves maintaining equipment, staying informed about medical protocols, and being mentally and physically prepared to handle urgent and often unpredictable situations.

Makassed Scout Leader | Beirut, Lebanon

07/2019–Present **Volunteer**

- Program Planning/Youth Development/ Safety and Supervision/ Team Collaboration/Communication/Community engagement/Training and development

Projects

Financial Advisor System(Senior Project) |

- Designed an innovative financial management application to help users manage their finances effortlessly, includes budget tracking, transaction management, goal setting, investment monitoring, bill management, security, and monthly reports.

CERTIFICATES

IC3 Digital Literacy (Pearson VUE)	09/2021
Google Ads Search Certificate	11/2023
Effective Problem Solving and Decision Making (University Of Irvine)-Coursera	04/2022
Diplôme d'études en langue française A1	06/2018

SUMMARY SKILLS

Technical Skills: Java, MySQL, PHP, HTML, CSS, JavaScript, Microsoft Office suite, Microsoft Project, Networks, Operating Systems, Desktop applications.

Languages: Native Arabic, Fluent in English, and Intermediate level in French (Reading, Speaking, and Writing)

Soft Skills: Adaptability, attention to detail, communication, critical thinking, problem-solving, teamwork, and time management, project management