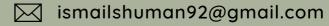
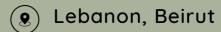
# ISMAIL SHUMAI SHUMAN

## CONTACT







Dear hiring manager,

I am writing a letter of interest in regards to the position in your company. Your company is known for its innovation, professionalism, and results-driven strategies, which is why I am certain I would make a valuable addition to your team. I would be interested in learning more about the company and available opportunities, so I have enclosed my resume for your consideration.

I am confident that my experience in this field will be an asset to your company. As you will see on my resume, I have a proven record of achievements, which will allow me to make major contributions to your company.

I look forward to speaking with you to discuss how my experience and abilities match your needs. Don't hesitate to contact me at +961 71 145 006 or contact me by email at ismailshuman92@gmail.com should you have any questions. I look forward to speaking with you.

**Ismail Shuman** 

Shuman



## **EDUCATION**

**BSc in Marketing & Advertising** American University of Science & Technology

**Certified Digital Marketing Professional** Morgan International

# **Software Expertise**

Sprinklr Meta Ads Manager

Hootsuite Google Ads

Talkwalker **Google Analytics** 

Microsoft Office Propeller Ads Suite

CapCut Tableau

Canva SQL

### PROFESSIONAL SKILLS

Campaign Management **Data Analysis** 

Digital Research SEO

Ai Tools Social Media Listening

**Content Writing Executive Reporting** 

#### **WORK EXPERIENCE**

Marketing Manager Hearts and Talents MENA Dec 2022 - present

- · Led the planning, execution, and analysis of integrated marketing campaigns across various channels, including digital marketing, social media, and content marketing.
- Developed and executed comprehensive marketing strategies aligned with the company's goals and objectives, targeting specific market segments and customer personas.
- Conducted market research, competitor analysis, and customer insights to identify market trends, and consumer behaviors.
- Collaborated with content creators and video editors to produce engaging and shareable content for various social media platforms.
- Oversaw the development and optimization of the company's website, ensuring a user-friendly experience and high search engine visibility.
- Monitored key performance indicators (KPIs) to track the effectiveness of marketing initiatives and made data-driven adjustments as necessary.

## Sr. Social Media Specialist - Social Media Team Leader

**CARMA International** Dec 2015 - November 2022

- Managed a team of 10 Social Media Listening Specialists.
- Created social media executive reports utilizing Excel for data analysis and visualization.
- · Analyzed content to identify key findings and present actionable recommendations.
- · Tracked and measured social media metrics to evaluate the effectiveness of campaigns and strategies.
- Collaborated with cross-functional teams to develop social media strategies based on audience sentiment and trends.
- Remained up-to-date with industry trends and emerging social media platforms to enhance monitoring and reporting techniques.
- Optimized social media listening tools to capture and analyze relevant data.
- Provided timely reports and updates to stakeholders on social media trends, sentiment, and potential issues.
- · Identified opportunities for brand improvement and recommended strategies to enhance online reputation.
- Worked closely with marketing and communications teams to align social media efforts with overall organizational goals.