



ISMAIL SHUMAN

CONTACT

 +961 71 145 006

 ismailshuman92@gmail.com

 Lebanon, Beirut

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



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
Propeller Ads	Microsoft Office Suite
CapCut	Tableau
Canva	SQL

PROFESSIONAL SKILLS

Data Analysis	Campaign Management
SEO	Digital Research
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.