



Ziad Eid

Marketing Communication

📍 Lebanon

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Languages

Arabic (Fluent)

French (Fluent)

English (Fluent)

About

Experienced in digital and social media marketing, I bring a keen eye for brand visibility and customer engagement. Fluent in Arabic, French, and English, I'm adaptable and ready to enhance online strategy presence through effective communication and promotional strategies.

BRANDS WORKED WITH

Bowo

Sunset Hospitality Group

Sky Management (O1NE)

Music is my life / Watary

Experience

● Digital marketing communication Apprenticeship

Bowo | Aug 2022 - Jul 2023

- Participate in content strategy for French and international markets
- Prepare briefs and monitor contractor productions Produce and promote content (blog articles, white paper campaigns, newsletters)
- Manage monthly newsletters and lead nurturing email sequences Continuously optimize website SEO Improve engagement on LinkedIn posts
- Assist community manager to grow Bowo's LinkedIn community (create snack content, carousels, awareness posts)
- Create marketing campaigns (white paper, ebook, checklist, product launch, webinars) Monitor social media KPIs. (Hubspot, SEMrush)
- Reporting and engagement analysis.



● Marketing social media manager

Sunset Hospitality Group | Jun 2021 - May 2022

- Defined and executed comprehensive marketing and communication activities in alignment with the marketing plan.
- Coordinated marketing initiatives to successfully generate leads and increase sales.
- Collaborated cross-functionally to promote company offerings and enhance brand visibility.
- Developed creative marketing strategies to inform and engage clients and prospects about products and services.
- Tracked and analyzed the performance of marketing campaigns to optimize effectiveness and ROI.
- Managed relationships with external agencies (PR, entert., production) to implement cost-efficient and results-oriented marketing efforts.

● Marketing Executive, Event coordinator

Sky Management (O1NE | Nov 2018 - Jul 2020

- Developed and implemented comprehensive marketing and communication strategies aligned with business objectives and brand identity.
- Managed and enhanced brand image, ensuring consistency across all marketing channels and materials.
- Oversaw digital marketing initiatives, including website management, social media marketing, email campaigns, and SEO/SEM to drive online engagement and revenue growth.
- Developed compelling content across various platforms, such as blogs, social media, and newsletters, to engage and inform the target audience.
- Utilized data and analytics tools to track marketing performance, measure ROI, and make data-driven decisions to optimize campaigns.
- Managed relationships with key clients and partners, negotiating contracts rents and budgeting with follow up to the D-day event.
- Led and mentored the communications agency team, fostering a culture of creativity, collaboration, and excellence.

● Marketing social media & event manager

Music is my life / Watary | Dec 2016 - Oct 2018

- Designed and implemented social media strategies to achieve business objectives.
- Assisted artists with interviews, scheduling TV appearances, and coordinating press engagements
- Oversaw the design of social media accounts, including Facebook covers and profile pictures, ensuring alignment with marketing strategies.
- Built and maintained relationships with promoters, followers, and journalists to enhance brand visibility.
- Created designs for billboards, concerts, launch events, and social media, and provided assistance during music video shoots.
- Worked on the collaboration with brands like Huawei with Nassif Zeytoun, Joseph Attieh, Rahma Riad, Yara and Fenty Beauty with Nina Abdel Malak. Artists: Nassif Zeytoun, Rahma Riad, Nina Abdel Malak, Joseph Attieh, Yara, ...

Education & Training

2021 - 2023 ● **ISCOM**

Masters in International Marketing Communication,

2012 - 2015 ● **Holy Spirit University of Kaslik (USEK)**

Bachelor of Arts,