

# Elias Karam

Achrafieh, Beirut, Lebanon

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## Objective

*I bring a wealth of direct experience in social media management strategy, with a particular focus on Facebook, Instagram, and X (Twitter) advertising. I am an effective communicator and a committed team player.*

## Experience

### Zomato Lebanon

Beirut, Lebanon  
Senior Social Media  
Manager  
January 2021 - Present

- Developed and executed a comprehensive social media strategy that increased follower engagement by 40% across Facebook, Instagram, and LinkedIn.
- Managed Facebook Ads campaigns, achieving a 35% reduction in cost per conversion through strategic targeting and A/B testing.
- Created content calendars, including engaging posts, stories, and videos, leading to a 20% growth in organic reach.
- Collaborated with influencers and food bloggers to drive brand awareness and user-generated content.
- Analyzed performance metrics using Meta Business Suite, Google Analytics, and Sprout Social, optimizing campaigns accordingly.

### Leo Burnett Advertising Agency

Beirut, Lebanon  
Social Media Specialist  
July 2018 – December 2020

- Assisted in managing digital marketing campaigns for high-profile clients, including Coca-Cola Middle East and Byblos Bank.
- Led the development of several political and economic marketing campaigns for Egyptian politicians.
- Led the development of paid social media advertising strategies, resulting in +50% engagement rates for clients.
- Worked closely with the creative team to design high-performing ad creatives and compelling social copy.
- Conducted market research and competitor analysis to refine targeting strategies and maximize ROI.

### Impact BBDO

Beirut, Lebanon / Dubai,  
UAE  
Digital Marketing Intern  
June 2017 – June 2018

- Supported the digital marketing team in creating ad campaigns for major regional brands.
- Assisted in SEO and content marketing initiatives, increasing organic traffic by 15% for assigned projects.
- Monitored ad performance and provided insights using Google Analytics and Facebook Pixel.

## Education

### Lebanese American University

B.A. in Marketing & Digital Media (Graduated 2017)

## Skills and Certifications

- **Skills:** Meta Ads Manager, Google Ads & YouTube Advertising, Influencer Marketing, Social Media Analytics and Reporting, A/B Testing, Performance Optimization, Content Calendar Planning, Hashtag and Trend Research, Reputation Management, Content Writing, Caption Optimization, SEO, Google Analytics, team collaboration, time management
- **Certifications:** Meta Certified Digital Marketing Associate; Google Data Analytics Certification; HubSpot Social Media Marketing Certifications

## Languages

- Arabic (Native); French (Fluent); English (Fluent)

