

# A M I N S B E I T Y

MARKETING DEPARTMENT MANAGER

WWW.SBEITY.NET

## ABOUT ME

I am an innovative, very organized, and results-driven person with analytical problem-solving skills who views problems as challenges.

I work well in a team environment, but can also be very effective and productive on my own.

I have the ability to adapt change, solve problems, make decisions, manage critical relationships, and achieve results across complex environments.

## CONTACT

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Amin Sbeity

## SKILLS

- Creating and Managing online ads on Facebook, Instagram, YouTube, Google Display Network, LinkedIn, Snapchat and Tiktok

- Language: HTML, JS, XML, CSS, PHP, java, Shell Comman

- Knowledge in: WinSCP3, Cuteftpt, EMS SQL Manager, MySQL Workbench, Putty, Wamp, Xampp, Notepad++, Adobe Photoshop

- Operating System: MS-DOS, Windows, Ubuntu

- Office tools: (Word, Excel, Power-Point, Access...)

## EXPERIENCES

MARKETING  
DEPARTMENT MANAGER

2020 - PRSENT

AIM MEDIA  
Advertising Agency Resides In Beirut

- Setting-up marketing strategy and objectives  
- Creating monthly / yearly media plan  
- Directing designers' team

DIGITAL MARKETING  
DEPARTMENT MANAGER

2013 - 2020

MED K & K  
Advertising Agency Resides In Beirut And Dubai

Creating online media plan for international brands like:  
- Mango in Lebanon, UAE, Oman & Egypt  
- Citroen & Suzuki in UAE  
- Land Rover, Honda, Ford, Azadea Group & Landmark Group in Lebanon

TEAM LEADER OF  
DEVELOPERS

2009 - 2013

MULTIFRAMES  
Digital & Online Agency Resides In Beirut

Analyzing and creating structure for projects, distributing tasks, developing website, and managing servers

## EDUCATION

SOFTWARE ENGINEERING LE CNAM - PARIS

2006 - 2012

RNCP - Niveau II Concepteur - architecte informatique (master degree in computer science) - CNAM Paris  
Algorithm, programming languages, database management and networking

ECONOMICS

2005 - 2006

SABAH HIGH SCHOOL

Lebanese curriculum focusing on ( Economy and Society)

## CASE STUDY

CLIENT: CITROËN - UAE

**Communication Objectives:** Announcement of Citroën **C** Line & **DS** Range

**Media Objectives:** Promote the campaign through an innovative media mix using notorious & eye-catching formats

**Communication Strategy:** Teaser - Revealer campaign

TEASER CAMPAIGN - Express yourself

**Media vehicles:** SocialMedia ads (CPM, CPC, Eng), Local portals (CPM), Native ads

**Apps:** Facebook app where user can upload an image expressing herself/himself and ask their friends to like it in order to gain the highest number of likes to win

REVEALER CAMPAIGN

Discover the countless personalization options, color combinations, and styles that this versatile brand has to offer. Each DS is unique as you are. Customize it to your heart's content and express your individual style