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Kozhaya Sakr

Digital Marketing Project Manager / Business Analyst / I.T. Specialist

Summary

- Information Technology and Marketing professional with experience in Systems Administration, Retail Marketing, Business analysis and Project Management.
- Passionate about Information Technology, Digital Marketing, New Concepts, Businesses, start-ups & technology
- 20+ years of experience in Information Technology, Leadership roles and Management.
- 8+ years of Experience in E-commerce, Digital Marketing and Social Media Management.
- Concept creator of many Mobile Applications.
- Skilled in I.T., Retail Strategy, Operations, B2B and Marketing.
- Values include challenge, interpersonal and communication skills, change, problem-solving, analysis and calculated risk-taking.

Experience

Social Media Management – Digital Solutions

Facebook – Twitter – Instagram – Youtube – Threads – TikTok – Websites – Mobile Apps

- Creating and administrating social media Pages
- Concept building and Administrating Websites
- Managing Digital and Social Media accounts.
- Mobile application Concept Creator

Digital Marketing Manager, Business Development Manager & Account Manager

Rak4Communications - Dbayeh ~ Feb 2023 – Nov 2023

- Propose and Develop new services to the Digital scope or any scope in the agency
- Market needs
- Cost
- Charges
- Alternative Solutions
- Platforms
- Digital Strategy Development
- Search Engine Optimization (SEO)
- Advertising
- Social Media Marketing
- Content Marketing
- Email Marketing
- Analytics and Data Analysis
- Mobile Marketing
- Affiliate Marketing
- Reputation Management
- E-commerce Marketing
- Local SEO
- Emerging Technologies

- Legal and Ethical Compliance
- Continuous Learning and Research
- Digital Strategy Development
- Search Engine Optimization (SEO)
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- Reputation Management
- E-commerce Marketing
- Local SEO
- Emerging Technologies
- Legal and Ethical Compliance
- Continuous Learning and Research

Communication and Marketing Manager

Société de Saint Vincent de Paul Liban ~ 2018 - 2019

- Developing and implementing the communication strategy
- Create a vision that is singular and that provides unity and inspiration within the Association.
- Implement the vision, strategy, objectives and brand image of the Association
- Maintain the image of the Association at the highest level
- Propose new ideas to improve the image of the Association
- Prepare online and traditional media marketing campaigns
- Develop and formulate the communication channels of the Association
- Writing press releases, notes and speeches that are to transmit the message of the association
- Designing and editing the Association Magazine
- Manage all social media account
- Manage all the communication flow related to the association

Business Analyst / Digital Marketing Project Manager

Sakr Real Estate, Lebanon ~ 2015 - 2018

- Devising strategies to drive online traffic to the company website and/or Landing Pages
- Tracking conversion rates and making improvements to the website and/or Landing Pages.
- Developing and managing digital marketing campaigns
- Overseeing the social media strategy for the company.
- Managing online brand and product campaigns to raise brand awareness.
- Managing the redesign of the company website.
- Improving the usability, design, content and conversion of the company website
- Responsibility for planning and budgetary control of all digital marketing
- Evaluating customer research, market conditions and competitor data.
- Review new technologies and keep the company at the forefront of developments in digital marketing

I.T. and Operations Manager

Laser vision, Lebanon ~ 2014 – 2015

- New Software Solutions (Management and Implementation)
- Automation and Monitoring systems
- Software installation
- System Configuration and Setup
- CCTV
- Customization
- Users Support
- Inventory System
- Purchasing Systems

Senior Technical Support

SETS Solutions, Lebanon ~ 2014 - 2014

- Software Installation
- System Configuration and Setup
- Data handling
- Customization
- Users Support
- Troubleshooting
- Upgrades

Senior IT Officer

Maintenance Management Group, Lebanon ~ 2009 - 2014

- Software Installation
- System Configuration and Setup
- Data handling - Data Migration
- Customization - Integration
- Users Support - Troubleshooting - Upgrades
- Server Maintenance and Backup
- Database Maintenance and Backup
- CRM
- Inventory Modules
- Attendance Systems

System Administrator

Shaqab Abela, Doha - Qatar ~ 2007 - 2009

- Main Projects: E.R.P.
- Accounting System
- Stock System
- Payroll System
- Food Production.
- Web Based System (HR, Inventory and accounting)
- Main Activities:
- E.R.P. related studies
- I.T. Management and follow up
- Network (cabling) installation
- Web site creation, management and Update
- VPN connection with different servers in different Locations
- Multi Company management
- Innovations and new solutions

Teacher

EPSIL, Lebanon ~ 2004 - 2007

- UML
- Algorithm
- Artificial intelligence
- Technology basics
- Data Mining
- Economie Numérique
- Internet Law (French)
- Security

System Administrator

Guinee Games – Lottery Systems, Conakry- Guinea ~ 2002 - 2004

- Administrator of the lottery system and tickets validation (40 users)
- Maintenance of the System as well as updates and network control. (Lottery System provided by EDITEC – France.)

Qualifications

Masters in E-Commerce

Pantheon Assas University – Paris – France ~ 2002

BS in Programming and Computer Science

EPSIL - Lebanon ~ 2001

Memberships

- Member of SAKR Family League
- Member of St Phocas- Ghadir Parish community

References

Available on request.