





Kozhaya Sakr

Digital Marketing & Information Technology Expert

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Professional Summary

Results-driven professional with 20+ years of experience across IT, digital marketing, and business management. Specialized in Google Ads and Meta Ads for over a decade, managing high-performing campaigns that drive leads and maximize ROI. Proven record in project leadership, strategic analysis, and digital transformation for businesses and organizations.

Core Skills

- Digital Marketing Strategy
- Google Ads & Meta Ads
- Business Analysis & Optimization
- Social Media Management
- SEO & Content Marketing
- E-commerce Platforms
- Project Management
- Data Analytics
- IT Systems & Infrastructure

Experience

Digital Marketing Instructor

Lebanese German University (LGU) | 2024 – Present

- Deliver academic courses on digital marketing tools and strategies
- Mentor students on real-life marketing projects

Digital Marketing Manager / Business Development Manager

Rak4Communications | 2023 – 2024

- Designed and led digital marketing strategies including ads and SEO
- Managed Google Ads and Meta Ads with strong ROI
- Handled content, email, mobile, and reputation marketing

Communication & Marketing Manager

Société de Saint Vincent de Paul Liban | 2018 – 2019

- Developed communication strategy and improved brand image
- Managed online and print media campaigns

Digital Marketing Project Manager / Business Analyst

Sakr Real Estate | 2015 – 2018

- Led online marketing campaigns and digital growth initiatives
- Planned and controlled advertising budgets and campaign KPIs

IT and Operations Manager

Laser Vision | 2014 – 2015

- Introduced IT automation and software improvements

IT Support & Systems Roles

Various Positions (2002–2014)

- System Administrator – Shaqab Abela, Qatar
- Senior IT Officer – Maintenance Management Group
- IT Support – SETS Solutions
- IT Admin – Guinee Games

Education

Master's in E-Commerce

Pantheon Assas University, Paris – 2002

BS in Computer Science

EPSIL, Lebanon – 2001

Professional Affiliations

- Member, SAKR Family League
- Member, St. Phocas – Ghadir Parish