

# Kozhaya Sakr

**Digital Marketing Project Manager / Business Analyst / IT Specialist**

**Contact Information:**

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## Professional Summary

Information Technology and Marketing professional with over 20 years of experience in IT, leadership roles, and management. Experienced in systems administration, retail marketing, business analysis, and project management. Passionate about IT, digital marketing, new business concepts, start-ups, and technology.

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## Core Competencies

- Digital Marketing
  - Business Analysis
  - Project Management
  - E-commerce
  - Social Media Management
  - SEO
  - IT Systems Administration
  - Mobile Application Concept Creation
  - Retail Strategy
  - B2B Marketing
  - Content Marketing
  - Analytics and Data Analysis
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# Professional Experience

## **Digital Marketing Instructor**

*Lebanese German University (LGU)*

*February 2024 – Present*

- Teach digital marketing principles and practices to undergraduate and graduate students.
- Mentor students on practical projects and internships.

## **Digital Marketing Manager, Business Development Manager & Account Manager**

*Rak4Communications, Dbayeh*

*February 2023 – November 2023*

- Developed new services for the digital scope.
- Conducted market analysis, cost estimation, and alternative solutions.
- Created digital strategies and managed SEO, advertising, and social media marketing.
- Oversaw content marketing, email marketing, analytics, mobile marketing, and reputation management.

## **Communication and Marketing Manager**

*Société de Saint Vincent de Paul Liban*

*2018 - 2019*

- Developed and implemented the communication strategy.
- Managed the association's image and proposed ideas for improvement.
- Prepared online and traditional media marketing campaigns.
- Designed and edited the association's magazine and managed social media accounts.

## **Business Analyst / Digital Marketing Project Manager**

*Sakr Real Estate, Lebanon*

*2015 - 2018*

- Devised strategies to drive online traffic and improve conversion rates.
- Developed and managed digital marketing campaigns.
- Oversaw social media strategy and managed online brand campaigns.
- Planned and controlled budgets for digital marketing.

## **IT and Operations Manager**

*Laser Vision, Lebanon*

2014 – 2015

- Implemented new software solutions and automation systems.
- Provided user support and managed inventory and purchasing systems.

## **Senior Technical Support**

*SETS Solutions, Lebanon*

2014

- Installed and configured software, handled data, and supported users.

## **Senior IT Officer**

*Maintenance Management Group, Lebanon*

2009 - 2014

- Managed software installations, system configurations, data migrations, and user support.
- Maintained servers, databases, CRM, inventory, and attendance systems.

## **System Administrator**

*Shaqab Abela, Doha - Qatar*

2007 - 2009

- Managed ERP projects and web-based systems for HR, inventory, and accounting.
- Installed networks and managed VPN connections across locations.

## **Teacher**

*EPSIL, Lebanon*

2004 - 2007

- Taught subjects including UML, algorithms, AI, technology basics, data mining, and internet law.

## **System Administrator**

*Guinee Games – Lottery Systems, Conakry - Guinea*

2002 - 2004

- Managed lottery system administration, maintenance, updates, and network control.
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# Education

## **Masters in E-Commerce**

Pantheon Assas University, Paris, France  
2002

## **BS in Programming and Computer Science**

EPSIL, Lebanon  
2001

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# Memberships

- Member of SAKR Family League
  - Member of St Phocas- Ghadir Parish community
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**References available upon request**