

Ameer Saleh

Content Creator, Marketing Research & Digital Marketing Enthusiast

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📍 Saida, Lebanon

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Summary

Marketing professional with hands-on experience in market research, campaign analysis, and digital media support within agency environments. Strong analytical skills, a data-driven mindset, and proven ability to support performance optimization, audience targeting, and cross-team collaboration. Adaptable, detail-oriented, and motivated to grow within media planning and digital advertising.

Skills

- Content Creation & Management
- Marketing Research & Analysis
- Detail & Deadline Oriented
- Campaign Planning & Execution
- Marketing funnel understanding
- Collaboration & Client Communication

Work Experience

Account Manager, Operations Manager & Content Creator, *Fyre Creative Agency* 06/2024 – present | Saida, Lebanon

- Led and coordinated a cross-functional creative team while managing day-to-day client operations and delivery.
- Executed paid and organic digital campaigns, contributing to a 15–25% increase in sales through performance optimization and audience targeting.
- Developing advanced capabilities in Meta Ads, Google Ads, and SEO to strengthen data-driven campaign planning and optimization.

Account Manager & Content Creator, *Amazing Design Clinic* 10/2023 – 05/2024

- Led a team of six designers to deliver client projects efficiently.
- Managed client communications across 60+ accounts via WhatsApp.
- Streamlined internal workflows with the Senior Account Manager.

Marketing Research & Content Creation, *WH Worldwide Agency* 06/2022 – 04/2023

- Launched online and offline campaigns, increasing brand awareness by 20%.
- Developed campaign scripts and mood boards for visual content, driving a 15% sales uplift for various businesses.

Marketing Intern, *Publicis Groupe- Internship* 06/2021 – 07/2021

- Supported the Precision Marketing and **media planning** teams by delivering **data-driven campaign analysis** aligned with client objectives and KPIs. • Assisted in building and activating
- **DMP-based customer audiences** to improve **targeting, personalization, and programmatic media performance**
- Analyzed **digital campaign performance** and supported the team with **optimization recommendations** to improve engagement and efficiency.
- Gained hands-on exposure to **programmatic media buying, audience segmentation, and cross-channel digital campaign optimization.**

Marketing Analyst Intern, *Schemazone- Internship* 06/2020 – 07/2020 | Toronto, Canada

- Collected & analyzed data on the Canadian market, including demographics, psychographics, and buying behavior.
- Envisioned a 5-year plan for Kidzie to establish a physical warehouse and use brokers to increase sales in a time-efficient manner, meeting their aim.

Certificates

X Culture- Global Collaboration Certificate

Become a Meta-Certified Digital Marketing Associate
Dr. Marwan Wahbi, Certified Meta Lead Trainer

Education

Bachelor of Business Administration, Marketing, *Rafic Hariri University*

09/2017 – 05/2020