

# KARIM ABDOU

MARKETING GRADUATE

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## PROFILE

I am a recent Marketing & Digital Media graduate at WIT, Waterford, Ireland. I am focused on building a successful career in Marketing. I am resilient, hard-working and motivated by success.

## SKILLS

Microsoft Office	<div style="width: 100%;"></div>
WordPress	<div style="width: 100%;"></div>
Digital Marketing	<div style="width: 90%;"></div>
Content Creation	<div style="width: 80%;"></div>

## ACHIEVEMENTS

- HubSpot Inbound Certification
- HubSpot Email Marketing Certification
- Google Digital Marketing Certificate
- Marketing Commendation Award 2017
- Marketing Challenge College Winners
- WIT Dean's List Award
- WIT Genzyme Buddy Programme
- Member of the Citizens' Assembly
- Represented Irish Schools in Soccer

## LANGUAGES

- English
- Arabic

## EDUCATION

### BA (HONS) IN MARKETING & DIGITAL MEDIA

Waterford Institute of Technology | 2013-2017

**Degree Classification: First Class Honors (1:1)**

### WATERPARK COLLEGE

Completed Leaving Certificate June 2013

## WORK EXPERIENCE

### DIGITAL MARKETING EXECUTIVE, MAVEN TM

September 2017 - Present

- Representing some of the world's leading technology firms with inbound marketing campaigns.
- Identifying opportunities for clients through email, social media, and digital marketing initiatives.
- Content Creation – Blogs, premium content, eShots, Social posts, website copy, etc.

### SALES & MARKETING INTERN, CLIFF HOUSE HOTEL

July 2016 - December 2016

- Providing back up & support to the Director of Sales in all her daily tasks.
- Conducting administration tasks such as reservations and mailings.
- Maintaining an accurate database of all clients on all systems.

## REFERENCES

Ted Murphy, CEO Global Hospitality Solutions:  
+353 (0)87 760 5799

Honor Byrne, Director of Sales & Marketing, Cliff House Hotel:  
+353 (0)87 238 7006