

SALAH NECHABEH

Digital Marketing & Creative Technology Specialist

Türkiye / Lebanon | Open globally | salahnechabeh@gmail.com | +90 507 070 0080 | instagram.com/ssntech

PROFESSIONAL SUMMARY

Digital marketing and creative technology professional with 7+ years of experience across brand strategy, social media, paid social creative, AI-powered content, product marketing, video production and interactive web. Founder and Creative Lead of SSN Tech Studio, combining audience insight, campaign thinking, visual direction and hands-on production to deliver cohesive digital work aligned with business goals.

CORE COMPETENCIES

Digital Marketing Strategy | Social Media Management | Meta Ads Creative | Paid Social | Content Strategy | Brand Strategy & Identity | Product Marketing | AI Content Creation | Video Production | Reels | SEO & Content | Keyword Research | Search Intent | Campaign Creative | Creative Testing | 3D Web | Three.js | WebGL | GSAP | Visual QA

PROFESSIONAL EXPERIENCE

Founder / Creative Lead, SSN Tech Studio

Worldwide | 2018 - Present

- Lead end-to-end digital marketing and creative work across brand strategy, identity, campaign systems, content production and client-facing visual communication.
- Plan and execute Instagram and Facebook content, including calendars, Reels, audience-focused messaging, campaign creative and ongoing refinement.
- Develop Meta Ads creative frameworks around objective, audience, hook, message, format and variant testing.
- Create AI-assisted product, lifestyle and campaign visuals while protecting brand consistency, product structure, reference fidelity and production quality.
- Direct product and short-form video concepts, including shot structure, visual storytelling, editing direction and social-first adaptations.
- Support product marketing through campaign concepts, photography direction, AI visuals, video and landing-page creative.
- Translate brand strategy into identity systems, campaign language and cross-channel visual consistency; support SEO/content through keyword research, search intent and content structure.
- Develop interactive web concepts using 3D and motion workflows, including Three.js/WebGL-style experiences, GSAP animation and scroll storytelling.
- Work across lifestyle, beauty, fashion, food and beverage, architecture, service brands and technology-focused projects.

SELECTED SKILLS

Digital Marketing • Social Media Management • Meta Ads Creative • Product Marketing • Branding • AI Marketing • Film & Video • SEO & Content • 3D Web & Interactive • Creative Direction • Campaign Systems • Prompt Direction • Reference Control • Visual QA

TOOLS & PLATFORMS

Adobe Photoshop | Adobe InDesign | AI visual generation tools | Meta / Instagram / Facebook | Three.js / WebGL ecosystem | GSAP | Modern web and motion workflows

MARKETS & AVAILABILITY

Market exposure across Lebanon, Türkiye and Saudi Arabia. Open to full-time, freelance, agency, brand-side and international remote opportunities.