

Marwa Arab

Marketing Executive

Lebanon, Beirut | +96171366364 | marwaarab00@gmail.com

Education

Beirut Arab University | Marketing Major

September 2017 - June 2020

GPA: 3.56/4

Holding a Digital Marketing certificate.

Experience

Marketing Executive | Geek Express | Lebanon

2023 - Present

- Prepared and executed monthly content calendars.
- Spearheaded brainstorming sessions for content and communication strategies.
- Maintained a crucial link between the sales team and marketing manager, reporting campaign results.
- Managed social media communities and addressed customer requests.
- Developed and executed comprehensive digital marketing strategies across various platforms, including social media, email, and search engines.
- Implemented A/B testing strategies to optimize campaign performance and increase conversion rates by 20%.
- Managed the creation and distribution of content for social media channels, resulting in a 40% increase in engagement and followers.
- Implemented SEO best practices to improve website traffic by 25%, enhancing online visibility and search rankings.
- Conducted in-depth market research to identify target audiences and emerging trends, informing the development of marketing plans and strategies.
- Analyzed competitor activities and market conditions to position Geek Express effectively in the marketplace.
- Coordinated and managed marketing campaigns from conception to completion, ensuring alignment with overall business goals and objectives.
- Monitored and evaluated the performance of marketing campaigns, utilizing analytics tools to measure success and ROI.
- Adjusted strategies based on data-driven insights to optimize campaign effectiveness and drive better results.
- Played a pivotal role in developing and maintaining the brand identity of Geek Express, ensuring consistent messaging and visual aesthetics across all marketing materials.

- Collaborated with the design team to produce high-quality promotional content, including brochures, flyers, and online advertisements.
- Negotiated sponsorship deals and collaborative marketing initiatives to expand reach and drive business growth.

Customer Service Lead | Geek Express | Lebanon
2021 - 2023

- Supervised a team of 6 customer service representatives, providing guidance, training, and performance evaluations.
- Developed and implemented training programs to enhance team skills and knowledge, resulting in improved customer interactions and service quality.
- Fostered a positive work environment that encouraged teamwork, professional growth, and high levels of employee engagement.
- Managed and resolved escalated customer inquiries and complaints through various channels (phone, email, live chat), ensuring high levels of customer satisfaction.
- Developed and maintained a comprehensive knowledge base to support customer service representatives in delivering accurate and timely information.
- Implemented customer feedback mechanisms to gather insights and improve service delivery.
- Analyzed customer service processes and identified areas for improvement, leading to enhanced efficiency and effectiveness.
- Developed and streamlined procedures for handling customer issues, reducing response times and increasing resolution rates.
- Set performance targets for the customer service team and regularly monitored progress against these goals.
- Collaborated with other departments (e.g., Sales, Marketing, Product Development) to ensure a unified approach to customer service and support.
- Provided customer insights and feedback to relevant departments to help drive product and service improvements.
- Led the customer service response during high-pressure situations, such as product recalls or service outages, ensuring effective communication and resolution.
- Developed contingency plans and trained staff to handle various crisis scenarios efficiently and professionally.

Customer Service Internship | First National Bank | Lebanon
July – August 2019

- Responded to inquiries regarding various account types and banking services.
- Monitored customer account statuses, payments, and checks.
- Adhered to all bank policies, regulations, and laws.

Skills and Languages

- **Languages:** Fluent in English and Arabic, with intermediate proficiency in French.
- **Skills:**
 - Proficient in digital marketing tools and platforms (e.g., Google Analytics, Later,

Mailchimp).

- Strong analytical skills with the ability to interpret data and make data-driven decisions.
- Excellent project management skills, with the ability to manage multiple campaigns simultaneously.
- Creative thinking and problem-solving abilities.
- Effective communication and collaboration skills.
- Proven ability to enhance customer service experiences through strategic planning and team supervision.