

Chantal Abi Jaoude

CONTACT

Zalka, Lebanon

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WORK EXPERIENCE

Le Pavé Residences Ain Aar

September 2018 — December 2018

Front Office Manager

It is a small operation so I am in charge of the whole hotel.

I am in charge of:

- Front Office: Offline: everything in the hotel on ground
- Online: Booking.com, Expedia, Airbnb, Tripadvisor, Agoda.
- Housekeeping
- All outlets of the hotel: gym, venues, pools, tennis court
- Marketing: Social Media Accounts
- Sales Corporate Sales
- HR: Employees schedule and salaries
- Accounting

ANB Holding

April 2017 — August 2018

Social Media Specialist

Digital Marketing:

- Manages company social media channels including Facebook, LinkedIn, Twitter and Instagram
- Engages in social media presence creation on new and emerging social media platform
- Assists the marketing team with large projects, events and community management
- Works as part of a team to develop large social media campaigns
- Proposes new ideas and concepts for social media content
- Create two content calendars (Mazda and Wheelers) with the help of brand managers
- Works with marketing team members to coordinate ad campaigns with social media strategy
- Manages social media communications
- Schedule and publish posts
- Boost posts
- Engages with our followers
- Works on Social Studio - Sales Force Marketing Cloud
- Publish (Social Studio)
- Listen (Social Studio)
- Analyse (Social Studio)
- Topic Profiles (Social Studio)
- E-mail Studio (part of Marketing Cloud, one shots e-mail)
- In charge of 7 Facebook accounts for ANB Holding
- In charge of 4 Instagram accounts for ANB Holding
- In charge of 1 Twitter account for ANB Holding
- In charge of 1 LinkedIn account for ANB Holding
- Answer all questions coming through Facebook and Instagram
- Escalate potential leads to Salesman
- Create Audience
- Cover live coverage of all events and activities
- In charge of the workspace on SLACK (Business Communication Tool)
- Facebook Pixels (work with website developer in order to create the right pixels)

Warwick Stone 55 Hotel

December 2015 — April 2017

Assistant

- In charge of all social media accounts of the hotel

- Website editing - CMS System
- In charge of Marketing Barter deals
- Create content calendar for Facebook and Instagram
- Worked in different departments but mostly administrative and marketing
- Hostess at the restaurant - Food and Beverage Department
- Receptionist - Front Office
- Housekeeping Supervisor
- Assist general manager/operations manager work
- In charge of Tripadvisor account (content + hotel details + answering to guests)
- Manage daily office operation
- Facilitated working relationships with co-workers and building management
- Engage on social media platforms with guests
- Publish posts on social media platforms
- Boost posts on social media platforms
- In charge of the hotel's website

QUALIFICATIONS Expert on Social Media Platforms (Facebook - Instagram - Twitter - LinkedIn - Snapchat)
Knowledge of Google Ads and Google Analytics (including YouTube ads)

Literate on MAC and Windows system using the Following software:

Social Studio - Sales Force Marketing Cloud

Microsoft Word

Microsoft Excel

Microsoft PowerPoint

Hotel Website Editing - CMS

F&B software - GPOS

PMS

Trust

EDUCATION Google Ads Courses December 2018 — Present
Google Academy for Ads
Free online courses about Google Ads.

Digital Marketing A - Z December 2018 — December 2018
Elie Sarkis - Intoact

Full Digital Marketing training program covers all what you need to know about Digital Marketing, Social Media strategy and advertising (Facebook, Instagram, Twitter, LinkedIn, Google+, YouTube), SEO essentials, Google AdWorks, Email Marketing, digital tips and tools, blogging and an overview of Inbound Marketing and Google Analytics.

Facebook Blueprint September 2018 — Present
Online Courses
Free online courses about marketing on Facebook, Instagram, Messenger and Audience Network.

Business Training April 2017 — August 2018
Coach Gaby Awad - ActionCoach
Business (Sales - Marketing - Management) Training that I used to take in ANB Holding with Coach Gaby Awad.

BBA in Hospitality - F&B Fall 2011 — Spring 2015
Notre Dame University - Louaize, Lebanon

Lebanese bacaloria 2- Sociology and Economy — June 2011

Rosaire Mansourieh

INTERESTS

Hospitality
Digital Marketing
Sports
Travel

REFERENCES

Mrs. Georgina El-Mondalak
ANB Holding
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HIGHLIGHTS

Social Media
Social Media Advertising
Digital Marketing
Multi-site operations
Marketing
Hospitality
Flexible
Dedicated
Reading comprehension
Scheduling proficiency
Analytical problem solving
Standard operating procedures
Time management
Schedule management
Staff management
Exceptional multi-tasked
Listening skills
Team Work
Customer Service
Management
Project Planning
Team Management
Team Building

LANGUAGES

Fluent reading/writing English
Fluent reading/writing French
Fluent reading/writing Arabic

CERTIFICATE OF COMPLETION

This certifies that

Chantal Abi Jaoude

has completed the **DIGITAL MARKETING A-Z TRAINING PROGRAM**
held in Beirut during December 2018.

The program covers the fundamentals of building successful Digital Marketing campaigns using the appropriate social media and digital channels, strategies and tools.

December 13, 2018