

ISABELLE DAYA

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Isabelle Daya is a self-taught, ambitious, and talented graduate who believes that learning and self-development are a continuous act. She is passionate about event planning and PR, and has managed and co-managed a couple of successful events in her university with her warm personality, her team management, and communication skills. When she started working, she has started to develop interest in the Social Media and Digital world and she was able, with her creative side, to establish and improve the online presence of the company she worked for on a personal initiative. Multilingual – Arabic, English, French, and Spanish(conversational).

EXPERIENCE

OCTOBER 2018 – PRESENT

ACCOUNTS MANAGER, ADVISORS

- Prepare 2019 courses calendar
- Accountable for ADVISORS social media campaigns (preparing, launching, monitoring and evaluating results)
- Accountable for developing ADVISORS social media content calendar (Drafting marketing documents including but not limited to social media content, brochures content, posters, and presentations)
- In charge of public training sales
- Brand building coordinator (Website, social media channels...)

PROJECTS UNDERTAKEN

ADVISORS website Re-Launching: March 2017

PMI-KSA Symposium 2018 Event December 2018

SEPTEMBER 2016 – OCTOBER 2018

ADMINISTRATIVE ASSISTANT, ADVISORS

- Attend to the reception including answering telephones, transferring calls, and greeting and directing visitors.
- Filing and retrieving corporate records, documents, and report.
- Researching and conducting data to prepare documents for review and presentation by boards of directors, committees, and executives.
- Organizing Team Meetings and accurately recording minutes of meetings.
- Making travel, hotel, visa, and taxi arrangements for the team and the company's guests
- Follow-up on all administrative issues i.e. ordering office supplies, assist in installing office equipment, negotiating and arranging purchases with vendors
- Maintaining office calendar daily to provide an overview of staff activities
- Preparing Training kits for each course/seminar
- Data Management (developing and maintaining databases, paper filing)

COMMUNICATION OFFICER, ADVISORS

- Assisting in planning events
- Telemarketer to promote Advisors' events
- Re-established social media & online presence
- Helped increase the number of followers on Facebook to 10K in 3 months
- Responsible for creating and visualizing content for social media networks
- Responsible for managing the company's website and preparing its content.
- Analyzing website performance and reporting to management with possible solutions
- Provide indoor sales when needed

AUGUST 2016 – SEPTEMBER 2016

JUNIOR CUSTOMER CARE AGENT, LIBANPOST HEADQUARTERS

- Receptionist (answering telephones, transferring calls, greeting and directing visitors)
- Answer incoming customer phone calls and take appropriate action for each call
- Maintain customer satisfaction ratings based on explicit criteria set forth by the company
- Take customers' complaints and assure they will be solved after referring to company's policies.
- Handle paper work

EDUCATION

2013 2017

BA IN BUSINESS MARKETING, GLOBAL UNIVERSITY

Scholarship Fall 2013

Scholarship Spring 2016

SKILLS

- | | |
|-----------------------------|---------------------------|
| • Microsoft Office | • Photography |
| • Photoshop | • Social Media Management |
| • Google Analytics | • Content Marketing |
| • Marketing and Advertising | • Sales |
| • Branding | • Logistics Management |
| • Events Management | • Website Management |
| • Communications Planning | |

ACTIVITIES

VOLUNTEERING

Member of Global University social clubs and activities.

- Participating in meetings on planning social events (brainstorming ideas, planning, executing, and reviews on activities)
- Project Manager of a cultural event (Layali Beirut)
- Assistant Project Manager of a breakfast event hosted in Global University (Sunday Funday) ☑
Managed a team in a charity event and won the first prize.

Helped students in completing daily homework and improving their grades.

- Assisting Elementary students in their homework in English, French, and Arabic

- Helping Grade 9 & 12 students to pass the official exam

WORKSHOPS

- Entrepreneurship workshop | Global University
- Project Management workshop | Four Points Hotel
- How to develop a Project Plan | Global University
- Project Management Professional Exam Preparation course | Advisors March 2017
- Instagram for Business Workshop| Bobolink Creative Agency September 2018
- How to Develop and Effective Communications Plan | Bobolink Creative Agency November 2018
- Design Thinking Workshop | PMI-Lebanon Chapter National Conference – November 2018

CERTIFICATES

- The Digital Garage Certificate by Google
- Google Analytics for Beginners by Google
- Advanced Google Analytics by Google