

Jana Hteit
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PERSONAL SUMMARY

I'm a highly motivated and hardworking individual with a passion for marketing and supportive communication activities. My career goal is to assume a lead marketing role which allows me to take responsibility of growing a brand's presence and expanding its reach in the market.

Key Competencies

Strategy planning - communication and negotiation - PR skills - digital marketing - event planning - budgeting - ability to work in fast paced environments - attention to detail

EDUCATION

American University of Beirut	9/2013 – 5/2016
Bachelor in Business Administration (Marketing)	
GPA: 3.2	

Amjad High School	9/2010 – 8/2013
Lebanese Official Baccalaureate, Sociology and Economics First	
Rank National Award (First Student on Lebanon)	

EXPERIENCE

Freelance Content Writer	8/2018- Present
<ul style="list-style-type: none">• Create and edit content for a vegan health and fitness blog.	

ChefXChange, Business Development Officer	4/2018 - 7/2018
<ul style="list-style-type: none">• Managed communications between clients and Chefs• Supported the growth of the community through business outreach• Managed customer support through online and offline channels• Applied market research to identify potential clients and opportunities• Planned and implemented the social media calendar• Created content (blog-posts & Social Media) and applied social media copywriting• Reported on operations and social media analytics	

CIVVIES Designs, Marketing & Communications Officer	10/2016 – Present
<ul style="list-style-type: none">• Develop and implement social media strategies for the fashion brand• Create and edit content for social media campaigns• Design coordinated social media calendars on different platforms• Communicate with potential clients and partners• Participate in pitches and business presentations for the startup• Manage PR campaigns	

AUB School of Business, Executive Assistant	12/2017 - 4/2017
<ul style="list-style-type: none">• Facilitate events held in the School of Business• Support content creation for the School digital campaigns• Manage communication with companies and guests for events• Conduct market research related to several educational projects locally and regionally• Compile and analyze data in constructive reports	

AUB, Research Assistant	4/2017 – 9/2017
<ul style="list-style-type: none">• Interviewed students, faculty members, and company representatives• Compiled and analyzed data through SPSS software• Authored and published a “Labor Market Study in Lebanon”	

UNICEF, Data Entry Consultant	1/2017 – 4/2017
<ul style="list-style-type: none"> • Designed & managed an end user databases • Produced analytical reports • Designed infographics for HR performance 	
Deeds NGO, Marketing Officer	10/2014 – 7/2017
<ul style="list-style-type: none"> • Managed social media presence and campaigns • Supported communication, operations, and logistics in events and festivals 	
AUB Visitors Bureau, PR Assistant	8/2015 - 11/2016
<ul style="list-style-type: none"> • Communicated with colleagues and key guests • Liaised with, and answered enquiries from internal departments and potential guests • Supported the PR aspect of internal events and activities 	
Executive Magazine, Business Research	6/2015 - 7/2015
<ul style="list-style-type: none"> • Supported market research and planning necessary for publishing advertising articles 	

EXTRACURRICULAR ACTIVITIES

I Leaf Art	5/2013 -Present
<ul style="list-style-type: none"> • Paint and beautify underprivileged environments • Participate in activities for kids and cancer patients 	
Light a Lantern for Lebanon	3/2014 - 9/2016
<ul style="list-style-type: none"> • Organized and facilitated the annual fundraising event 	
Foodblessed	11/2013 -11/2014
<ul style="list-style-type: none"> • Participated in weekly soup kitchens 	

PROJECTS

- Advertising Project: "AUB 150th Anniversary Campaign"
- Business Finance Project: "Coca Cola Ratio Analysis"

WORKSHOPS

- AieSkills Workshops: "Public Speaking", "Body Language" & "Time Management"
- Beirut Design Week: "Elevator Pitch"
- LOYAC's Workshop: "Social Media Management Roles"

SKILLS SUMMARY

Languages: Arabic (native) , English (fluent), Turkish (Basic)

Computer Skills: Illustrator, SPSS, Mailchimp, Wordpress, Google Analytics, Microsoft Excel, & ACCESS.

Soft Skills: analytical and problem-solving skills, teamwork, time management, flexibility, creativity, and verbal and written communication

INTERESTS & HOBBIES

Sports: a Fitness Enthusiast and a jogger at heart.

Artistic and Cultural: Drawing, Travelling, &Reading