

AYA DIAB

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OBJECTIVE

To work in an environment that will challenge me further and enrich my work experience; while allowing me to contribute to the continued growth and success of the organization using my acquired experience and specialized work skills.

Professional Experience

Group Social Media Officer at Boecker® Mar. 2015 – Present



- Handles Boecker® social media activities in the assigned portfolio of subsidiaries, looking after, but not limited to, Promoting, Advertising, Events and Exhibitions, and tactical campaigns.
- Follows up with country marketing focal person on marketing dashboard on monthly basis to maintain the brand's image.
- Prepares Creative Brief Forms and liaise with creative agencies.
- Assists and implements Boecker® corporate social responsibility.
- Initiates market research: questionnaires and focus groups.
- Assists in updating the website and mobile application.
- Assists in PR activities.
- Supports in developing Boecker® social media platforms.
- Develops strategic communication process to support country specific marketing plans.
- Prepared and controlled social marketing plans and budgets.

Marketing Coordinator intern at Tony Ward Apr. - Dec. 2014



- Stay up to date with all social media trends and changes
- Managed social media pages
- Develop content or promotional ideas;
- Announce the Analytics reports and recommendations
- Use creative means to drive strong engagement

Lifestyle Blogger at FashionistaTalks.com Dec. 2011 – present



- Founder and owner
- Resident Guest on TV
- Blog Lifestyle and Fashion tips and tricks

Date of birth: 02.04.1992

EDUCATION

- **Beirut Arab University (BAU) Beirut – 2014**
Bachelor of Management in Business Administration & Commerce
- **Makassed Omar Ben Al Khattab, Beirut – Jun. 2010**
High School Diplomas - Sociology and Economics

PROFESSIONAL SKILLS

- Creative Thinking
- Time Management
- Deadline-oriented
- Interpersonal Skills
- Organized
- Flexible
- Willing to learn

COMPUTER SKILLS

Use of Mac & Windows, Microsoft Office, Adobe Photoshop (Intermediate).

TRAININGS & SEMINARS

- "Marketing Kingdom Beirut" by P WORLD – Mar. 2016
- Facebook Blue print certified in: Ad Policies, App Engagement, Brand Best Practices, Clicks to Website, and Instagram for Business.

LANGUAGES

Fluent in English and Arabic.

REFERENCES

Available upon request.