



# MELISSA AOUN

After 4 years of experience following my studies in digital marketing and communication, I'm looking for new dynamic opportunities in this area.

Today, I would like to join a new team in Beirut in which I could be an execution force and achieve the fixed objectives.



Date of birth: **14/02/1992** • **Jbeil-Lebanon**

Location: **Beirut • Lebanon**

Phone Number: **+961 81 29 55 75**

Mail: **melissa.francis.aoun@gmail.com**

LinkedIn: **melissa-aoun-60561787**

Languages: **French - English - Arabic**

## EDUCATION

**MBA in Digital Marketing & Brand Management • 2017**

INSEEC Business School, France

**BA in Business Marketing • 2014**

USEK University, Lebanon

**Economic Sociology • 2010**

SSCC School, Lebanon

## SKILLS

Windows-Mac OS



Microsoft Office



SEO-Social Media



Adobe Premiere



Google Analytics



## INTERESTS

**Design**

**Music**

**Arts/Cinema**

**Technology**

**Culture/Travel**

## WORK EXPERIENCE

**Community Manager  
Beauty Studio  
at Jellysmack**

Aug 2018 - Feb 2019  
Paris • France



- Managing daily social media platforms of generated content and participating in the editorial line of the brand.
- Directing association with beauty influencers for multiple pages, Beauty Studio, Beautylicious, Boys do it too.

**Community Manager  
Lexip at E-Concept**

Feb 2018 - May 2018  
Chambéry • France



- Assisting in the Kickstarter crowdfunding campaign, maintaining the community and raise product engagement.
- Creating/ animating the social platforms to attract potential backers
- English editor of a few articles that will be included in the website

**Communication Assistant  
Swiss Corporate Alliance**

Jul 2017 - Nov 2017  
Geneva • Switzerland



SWISS  
CORPORATE  
ALLIANCE

- Participating in marketing, benchmarking, reviewed English texts
- Animating the networks; social media, website, and following-up to optimize community performance
- Design the content on platforms and coordinated the online magazine

**Assistant Web Editor  
Media Production Services**

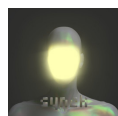
Feb 2014 - Sep 2016  
Beirut • Lebanon



- Assisting in CMS (WordPress) through interlinking, tagging, display to optimize posts performance and handling PR.
- Managing daily the content marketing on different social media
- Creating promotional content by editing videos and picture-taking

**Social Media Manager  
Oakenfest Synck**

Apr 2015 - Sep 2016  
Byblos • Lebanon



- Creating the online campaigns of the annual festival
- Led a successful launch event for Oakenfest on Fb and Instagram
- Monitoring the community, to make audience-focused decisions which lead to positive results over the years.