

# ELIANE SABA

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**Date of Birth:** 23 Jan, 1993

**Status:** Single

**Nationality:** Lebanese

## EDUCATION

**September 2010 – June 2013 - Saint Joseph University**

BA in Business Administration

**September 1995 – June 2010 - Ecole de la Sainte-Famille Maronite**

Baccalaureate Degree in Socio-Economy

## PROFESSIONAL EXPERIENCE

**JUN 2014 – PRESENT, Netways SARL – Beirut, Lebanon**

**Digital Marketing Officer**

- Create and fine tune campaigns on Google Adwords
- Plan and execute all Social Media Campaigns.
- Optimize campaigns on all platforms
- Measure and utilize data from Google Analytics
- Report Performance for each campaign
- Create newsletters and manage the subscribers list
- Plan strategies for SEO
- Brainstorm and plan new and creative strategies
- Reply to people and engage with them on Social Media Platforms
- Set up Microsoft Social Engagement, Buzzsumo and Feedly to receive relevant news
- Design the CRM fields and entities for the business

**JUN 2012 – AUG 2012, Societe Generale des Banques au Liban – SGBL**

**Internship**

## LANGUAGES & SKILLS

- **Skills:** Hootsuite, Mail Chimp/ Send Grid, Microsoft Office, Photoshop, CRM Power User.
- **Languages:** Fluent in Arabic, English and French. Basic in Spanish.

## REFERENCES

Available upon request.