

DANA KANAAN

Marketing and Communication
2 years experience



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OBJECTIVES

After having completed my MSc in Digital Marketing, and being specialised in digital marketing, analysing consumer behaviour and communication, I am now looking for a new opportunity as a marketing and communication executive. I would like to join and work in an innovative company within its marketing team, with the possibility to contribute and learn. Qualities: team spirit, good communication skills, proactive approach to work, strong interpersonal skills, ability to perform well under pressure.

SKILLS

Google Analytics - Google AdWords - WordPress - SEO - Social Media Marketing - MS Office suite - Adobe Photoshop - Adobe Illustrator - Adobe InDesign - Marketing Automation (Socially Map, Hootsuite, Plezi) - Project Management - Market & Competitor Research - CRM - Email Marketing - HTML - CSS

EXPERIENCE

Assistant Marketing & Communications Intern @ Conztanz - Valbonne, France

2018

In charge of revamping of the company website; contributed to the definition of the marketing and communication plan; community management: LinkedIn, Twitter in particular; web marketing: emailing, webinar, follow-up of the web leads, actions on specific targets; fed the editorial lines as part of the actions of Inbound marketing, supervised the creation of content; SEO monitoring and analysis of the web activity. **Objectives Achieved: Successful launch of the new website, increased online visibility. (6 months)**

Assistant Brand Manager Intern @ L'Oréal - Beirut, Lebanon

2016-2017

In charge of Garnier and Ultra Doux products within the CPD; maintained growth in pillar products and animated brand catalogue; analysed and reported consumer and market insights and competition strategies; implemented marketing mix strategies (Digital, PR, Press, etc.); collaborated with other departments (retail, logistics, education, finance) and partner agencies. **Objectives Achieved: Successful launch of two products with increased market share. (8 months)**

Client Servicing Intern @ Ogilvy & Mather - Beirut, Lebanon

2016

Executed market research, surveys and data collection; managed full execution of pending client servicing jobs; attended voice over recording and editing sessions related to client's jobs; contacted media for advertising campaigns. **Objectives Achieved: Worked on advertising campaigns for UNDP and Volkswagen. (6 months)**

EDUCATION

MSc in DIGITAL MARKETING @ SKEMA Business School - Sophia Antipolis, France

2018

MSc Project: Creating a blog to promote the activities of SKEMA Ventures on its six global campuses and increase its online visibility. Courses: Big Data, E-marketing, digital analysis, website design and management, project management, online communication, social networking and community management.

MSc Thesis: Influencer Marketing: How to effectively execute an influencer campaign on social media?

BSc in BUSINESS STUDIES @ Lebanese American University - Beirut, Lebanon

2015

General business studies, with an emphasis on marketing.

LANGUAGES

French: Fluent

English: Fluent

Arabic: Mother Tongue