

Asma Daaboul

CONTACT INFORMATION

EMAIL

asmadaaboul@gmail.com

ADDRESS

Beirut, Lebanon

PHONE

0096176745595

LANGUAGES

Arabic

Advanced

English

Advanced

French

Beginner

SKILLS

- Word/ Excel/ Powerpoint
- Adobe Photoshop/ InDesign/ Illustrator – Beginner
- Social Listening
- Time Management
- Presentation and communication
- Strong attention to detail
- Creativity and writing skills

Social media executive with multinational experience.
Passionate about marketing and advertising.

EXPERIENCE

Social Media Executive

Wavemaker

Sodeco, Lebanon

October-2017 - Currently

- Lead the social community management process for multinational brands including Nestle brands.
- Develop engaging, creative, and innovative content for regularly scheduled posts, which enlighten audiences and promote brand-focused messages
- Liaise with the paid team to promote posts
- Support on social media audits and pitches
- Support on the creative ideation and social program development including social strategy and campaign ideation
- Lead the social measurement plan and reporting process
- Develop and execute influencer marketing campaign

Digital Marketing Intern

M&C SAATCHI MENA

Achrafiye, Lebanon

June-2017 - June-2017

- Market research on competitors' trends and social media presence
- Develop social media strategy for established brands
- Brainstorm social media campaign ideas

Marketing Officer

Izzat Daouk & Sons S.A.L

Choueifat, Lebanon

October-2016 - April-2017

- Develop marketing plan including promotional, distribution, target audience, and pricing strategy
- Copywriting of social media, website, and print materials
- Conduct market research and customer satisfaction surveys
- Educate both internal and external stakeholders about our product features and their benefits

EDUCATION

**Bachelor of
Business
Administration
(BBA)**
**American University
of Beirut**
Beirut, Lebanon
2016

- - Emphasis in marketing where I took (Integrated Marketing Communication- Marketing Research- Social media Management, Consumer Behavior)
- Member in business student society- AUB outdoors- Insight Club- Toastmasters club
- Participated in the Quest competition by Unilever 2015 and L'Oreal bandstorm 2016

CERTIFICATIONS & COURSES

Professional Certificate in e-Marketing, KOR/ROR 235/2554, June 2017
Google Digital Garage, October 2017
Certificate of Completion in Graphic Design, June 2017

REFERENCES

“ Available upon request

EXTRACURRICULAR ACTIVITIES & HOBBIES

- Volunteer at Children Cancer Center
- Tennis
- Activist at Beirut Madinati