

LEA HAJ

Senior Account Executive

+961 03 00 54 63

lea.haj.lb@gmail.com

Beirut, Lebanon

EDUCATION



Lebanese Baccalaureate in Life Science
German School of Beirut
1997 - 2012



Bachelor in Business Administration
Banking and Finance
Haigazian University
2012 - 2016

EXPERIENCE

SENIOR ACCOUNT EXECUTIVE

STEP Group; *September 2018 - Present*

Serve as the lead point of contact between company and clients/agencies
Maintain partnerships with media agencies and clients
Ensure the timely and successful delivery according to customers' objectives
Communicate account's progress to all parties
Build new proposals for existing/potential clients.
Develop automated/analytical reports on account status

GOOGLE SEARCH ANALYST INTERN

Performics; *March 2017 - May 2017*

Developing SEM campaign structures.
Maintaining adwords groups and keywords lists.
Monitoring and pacing the account budget.
Preparing periodic campaign performance reports

DIGITAL MARKETING ANALYST

STEP Group; *June 2017 - Present*

Assist in the formulation of strategies and campaigns to build a lasting digital connection
Plan the ongoing company presence on social media
Launch optimized online adverts to increase awareness
Develop and Optimize branded online campaigns to achieve customer's objectives
Provide creative ideas for content marketing
Measure the performance of digital marketing efforts

DIGITAL MARKETING EXECUTIVE

Way2Go Digital; *June 2016 - Oct 2016*

Planning and executing digital marketing campaigns.
Monitoring and Analyzing client campaigns.
Adjusting digital marketing strategies for better performance

PLATFORM SKILLS

Advanced Intermediate

Google Data Studio	●	
Google Analytics	●	
Adobe Photoshop		●
Microsoft Office	●	
Adobe Premiere	●	
SEO and Google Ads	●	
FB Business Manager	●	
Word Press CMS		●
Adobe Illustrator		●
Google WebMaster Tools	●	
Social Media	●	

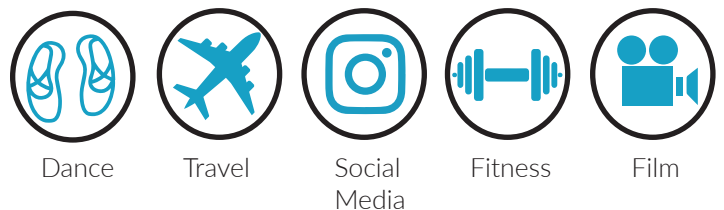
SOFT SKILLS

Leadership, Management, Multi-tasking, Communication, Creative Thinking, Decision Making, Analytical

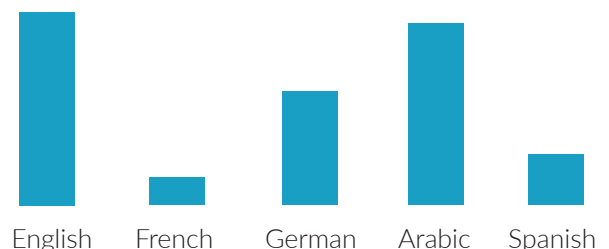


@lea haj

PERSONAL INTERESTS



LANGUAGES



CERTIFICATES

Google AdWords
Stress and Time Management
Leadership and Team Building
Social Media and Communication
Recipient of the President Reception Award
Arab Got Talent Season 3 Winner