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## MELISSA ZAIDAN

### EXPERIENCE

#### ACCOUNT MANAGER AT SILLY DINO

OCTOBER 2017 – PRESENT

- Managing several key accounts
- Managing client relationships and providing support
- Devising advertising campaigns and marketing plans
- Content creator/copywriter for social media accounts & websites
- Communicating client needs and brief with creative team
- Checking and reporting campaign progress
- Ensuring timely and successful delivery of client services to customer needs
- Overseeing website development and design
- Managing account budgets

#### MARKETING MANAGER AT OPTIQUE ET VISION

SEPTEMBER 2017 – APRIL 2018

- Developed, implemented and executed strategic marketing plans & promotional campaigns
- Understood the traditional and emerging marketing channels
- Managed and supervised social media outreach
- Built brand awareness and online reputation
- Coordinated flow of information and communication both internally & externally
- Used content management systems to maintain and update databases
- Coordinated marketing campaigns with sales activities
- Creation and publication of all marketing material in line with marketing plans
- Arranged both in-house and external events
- Oversaw the company's marketing budget
- Built strategic relationships and partnership with key industry players, agencies and vendors
- Overall responsibility for brand management and corporate identity
- Monitored and reported the effectiveness of marketing communications

**ACCOUNT MANAGER AT GREYNAB****MAY 2016 – SEPTEMBER 2017**

- Was responsible for client servicing and client acquisition
- Met and liaised with clients
- Prepared regular client reports and attended client meetings
- Negotiated with clients, solved any problems and met deadlines
- Was a community manager and content creator for key accounts
- Devised advertising campaigns and marketing plans
- Worked with creative team to brief media and marketing strategies
- Presented creative work to clients for approval modification
- Checked and reported campaign progress
- Oversaw website development and design
- Was responsible for website copywriting
- Wrote Blogs for Greynab
- Managed account's budget and invoicing client
- Undertook administrative tasks
- Attended Lisbon WebSummit '16 on behalf of a client
- Attended MEA Digital Event in Sharm El Sheikh.

**INTERNSHIP AT ETS . F.A. KETTANEH****JULY 14, 2015 – SEPT. 11, 2015**

- Sales representative for Volkswagen (VW) - Citymall campaign
- Received training in understanding VW car models and specifications
- Advised and guided customers with product selection
- Answered queries from customers
- Dealt responsibly with customer complaints
- Promoted VW's social media accounts
- Helped organize an event for the Citymall campaign winners
- Gathered information regarding VW competition
- Designed different VW car models brochures
- Prepared presentations highlighting CSR and VW
- Suggested advertisement ideas
- Selected different trailers for VW ads
- Prepared invoices and entered them into the database
- Followed up on suppliers
- Managed inventory and updated databases
- Assisted in branding of new VW car displays

**MARKETING COORDINATOR AT Z AXIS 3D PRINTING****SEPT. 1, 2014 – SEPT. 1, 2015**

- Conducted a marketing plan
- Gathered information on prospective clients
- Researched industry trends
- Managed and supervised social media outreach
- Coordinated flow of information and communication
- Created and delivered marketing materials
- Promoted services through PR initiatives
- Updated and maintained website

**SALES ASSISTANT AT ALDO ACCESSORIES (RETAIL GROUP)****JULY 27, 2012 – SEPT. 5, 2012**

- Managed customer relationships
- Assisted shoppers to their product of choice
- Handled cash register and transactions
- Dealt with customer refunds
- Managed inventory through stock control
- Received and stored delivered inventory
- Stocked shelves with merchandise
- Handled store displays in accordance with special promotions

**SOCIAL MEDIA  
ACCOUNTS**

Middle East Airlines, Cedar Executive, Burj On Bay Hotel, Signatures by Le Cordon Bleu, Allure, Nippon, Encore, World Patriarchal Maronite Foundation, The Notch, Optique et Vision, NuYu Medispa, Best Of Beats, Golden Ticket Agency, Chronicles, Meetwo, Vervie Cosmetics, Maids.CC, Maids.AE, Flowguard, Joanna T. Azar, C Loud, Desegno, Livie, O Club

**WEBSITE  
COPYWRITING**

SeaSweet, Tony EL Mendelek, HOMAN Engineering, Vervie Cosmetics, NuYu Medi Spa, Greynab, Yazbek Real Estate, Golden Ticket Agency, Desegno Group, Lebanese Assets, Avenger

**COMPANY PROFILE  
COPYWRITING**

Cedar Executive, HOMAN Engineering, Desegno, Greynab, Vervie Cosmetics

**OTHER**

Owner of MelsBox

**2018 - Present**

Attended Lisbon WebSummit 2016.

**November 2016**

Mystery Shopper for Zaatar w Zeit.

**November 2016 - Present**

Attended MEA Digital Networking Event (Sharm EL Sheikh).

**2017**

Part-Time Community Manager at Magna Media

**2017**

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<b>SKILLS</b>	<p>Microsoft Office (Word, PowerPoint, Excel, Outlook, Project)</p> <p>Social Media (Facebook, Instagram, Twitter, Google Ads, LinkedIn, Pinterest)</p> <p>Adobe Photoshop, Illustrator and Aftereffects.</p> <p>HubSpot</p> <p>Hootsuite</p> <p>WordPress, SquareSpace, Wix</p> <p>Communication &amp; Copywriting</p> <p>Market Research</p> <p>Team player</p> <p>Multi-Tasking</p> <p>Managing, Planning and Organizing</p> <p>Detail and Customer Oriented</p> <p>Time Management</p> <p>Communication Skills</p>
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<b>COMMUNICATION</b>	<p>Proficient in English and Arabic</p> <p>Good in French</p>
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<b>EDUCATION</b>	<p><b>NOTRE DAME UNIVERSITY (NDU) - LOUAIZE</b></p> <p>BBA Marketing – Business Administration and Economics <span style="float: right;">Fall '12 – Fall '15</span></p> <ul style="list-style-type: none"> <li>- Academic Recognition: Dean's Honor List for Fall '14</li> <li>- Academic Recognition: Dean's Honor List for Spring '15</li> <li>- Academic Recognition: Dean's Honor List for Fall '15</li> </ul> <p><b>SAGESSE HIGH SCHOOL (SHS) – AIN SAADE</b></p> <p>Lebanese Baccalaureate in Sociology and Economics <span style="float: right;">1997 - 2012</span></p>
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<b>EXTRACURRICULAR ACTIVITIES</b>	<p>Member of Alumni Founders Committee at SHS</p> <p>Member of Marketing and Advertising Club at NDU</p> <p>Member of Student Organization Committee at SHS</p> <p>Organized fundraisers and events at SHS</p> <p>Member of Charity Committee at SHS</p>
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