

KAREN CHELALA

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Beirut, Lebanon
Citizenship: Belgian, Lebanese

EXPERIENCE

Oct '18 – current **Marketing Manager at Anghami** Lebanon

- Develop and execute marketing strategies across the different territories
- Own a spending budget ATL/BTL
- Work with the different teams across the company to make sure we are aligned on campaigns, launches, and updates
- Ensure all stakeholders are abiding by the brand guidelines

Aug '15 – Oct '18 **Senior Digital Marketer at Azadea** Lebanon

- Develop and implement content across owned and earned social media channels
- Update, manage and improve the usability, content and design of the company's website and mobile application
- Advise on evolving digital marketing strategies, provide reporting, review online creative
- Manage social media budget; create and execute marketing campaigns
- Develop marketing projects: Launching a loyalty program across 3 malls, Gift card which increased customer retention, drove new clients and increased revenues
- Implemented partnerships with agencies, stores, bloggers and influencers

Key Results (Target exceeded by an average of 150%)

- *Instagram*: Grew followers 3,233% from 1,500 to 50,000 and engagement by 450%
- *Facebook*: Grew followers 105% from 180,000 to 370,000 and engagement by 120%
- *Twitter*: Grew followers by 208% from 5,000 to 15,400 and engagement by 230%
- Ranked #1 on all platforms among 6 competitors 1 year after being ranked last

Aug '14 – Aug '15 **Junior Digital Marketer at Azadea** Lebanon

- Built and monitored content across all LeMall's social media channels
- Utilized a range of techniques including SEO and PPC with a competitive budget
- Optimized performance and devise targeted digital campaigns that engage and motivate
- Coordinated with different agencies to keep track of campaign budgets and schedules

Aug '10 – current **Brand Manager at Lady M Fashion (Family Business)** Lebanon

- Responsible for marketing, inventory management, buying and merchandising
- Grew annual revenues by 20% and number of clients by 50% for 6 straight years

EDUCATION

Ecole Supérieure de Commerce Paris (ESCP) - Ecole Supérieure des Affaires (ESA)
Dual Masters in Marketing and Communication with Digital Marketing concentration

American University of Beirut

Bachelors in Business Administration with Finance concentration

College Louise Wegmann

French Baccalaureate in Mathematics – Graduated with distinction

SKILLS

- Fluent in English, French, and Arabic
- Photoshop, Excel, Word, PowerPoint, Mac, PC
- Employer Branding, Digital marketing, Social Media, Marketing strategy, Brand strategy, Content development, Digital campaigns, Web analytics, Loyalty programs, Strategic partnerships, Blogging, SEO, Social media growth, Customer relationship management

HOBBIES

- Blogger @foodnthecity with 8,500 followers
- Lebanese Marathon winner in age category, 5 years swimming champion of Lebanon, Basketball, Tennis, Photography, Drawing, Piano, Traveled to 15 countries