

Muriel Jalkh

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PROFESSIONAL EXPERIENCE

**Jan. 2017 -
present**

Middle East Airlines (MEA)

Business Development and Strategy Manager (Digital Marketing and E-commerce department)

- Responsible for the global digital strategy and operations
 - o Developing and managing digital marketing campaigns
 - o Launching optimized online advertisements to increase brand awareness
 - o Setting a new strategy for Search Engine Optimization by creating destination pages within the website in three languages (Arabic, French and English)
 - o Implementing and managing the company's email marketing campaign and making sure that it will lead to conversions
 - o Planning the ongoing company presence on social media
 - o Creating online banner adverts and oversee pay per click (PPC) ad management
 - o Using Google Analytics to monitor digital performance Analyze and report on digital effectiveness
 - o Recognizing new trends in digital marketing, assessing new technologies and ensuring that MEA brand is at the front position of airline industry development.
 - o Verifying that the three platforms across MEA website (Arabic, French and English) are performing according to the established strategy

**Jan. 2014 -
Dec. 2016**

AN-NAHAR NEWSPAPER (Beirut)

Digital Editorial and Strategy Director of An-Nahar website

- Responsible for global digital strategy and operations:
 - o Handling day-to-day Search Engine Marketing (SEM) activities including campaign planning, implementation, budget management, performance review and optimization of paid search campaigns
 - o Managing all digital media channels (e.g.: website, blogs, emails and social media) to ensure brand consistency
 - o Campaigns reporting with in-depth analysis on performance of keywords, ad copies, bounce and rates
 - o Formulating digital strategy for delivering best ROI for advertising campaigns
 - o Supervising and directly implementing SEO practices within organic search
 - o Creating and engaging social media strategies and execution plans to cultivate audiences, increase web presence and enhance brand awareness
- Leading on editorial content creation by recruiting and managing a team of 8 journalists:
 - o Sets the daily articles planning, reviews the content before publishing
 - o Leads on branded content and native advertisement development with the agency
 - o Directly handles high profile relations and personally conducts celebrity interviews such as Salma Hayek and Charles Aznavour
- Relaunched and managed An-Nahar website multiplying traffic of unique visitors by 10 in 2 years (2014–2016)
 - o Set the strategy for the website re-launch after having conducted analysis on regional and global websites
 - o Created new sections that became among the most visited ones such as social (hayatouna), health and fashion
 - o Constantly reviewing website and sections performance based on tools such as Chartbeat, Google Analytics and NewsWhip
 - o Set the social media strategy that led to more than 1.5M organic followers on Facebook and 400K on Twitter
 - o Finalized the website design and user journey with the development agency prior to launch
 - o Overviewed the application development for iOS and Android
 - o Launched An-Nahar English and French websites

**Nov. 2010 -
Dec. 2013**

Naharouk, lifestyle and social weekly supplement of An-Nahar Newspaper (Beirut): Project Developer and Sub-Editor

- Successfully launched Naharouk:
 - o Developed the Naharouk concept based on market, consumers and trends studies
 - o Designed the team structure, recruited the appropriate talents and ensured suitable trainings
 - o Led the pre-launch testing including pilot issues that met success criteria in a record time of 4 months
 - o Organised campaigns targeting advertisers, internal stakeholders and potential customer base
- Handled topic selection, articles review and oversight of design and layout
- Identified and approached key partners for special issues and finalised sponsorship deals

<u>Jul. 2009 - Oct. 2010</u>	An-Nahar Newspaper Training Center: Project Coordinator <ul style="list-style-type: none"> ▪ Led the creative development with the communication agency ▪ Launched the corporate communication plan and presented the concept to key clients ▪ Developed and executed a strategic plan for training Arab and foreign journalists at An-Nahar premises ▪ Planned and coordinated press conferences and seminars to enhance An-Nahar's corporate image
<u>Feb. 2009 - Oct. 2012</u>	<u>BUREAU OF MEMBER OF PARLIAMENT (MP) Nayla Tueni (Lebanon)</u> Chief Press Officer and Media Consultant <ul style="list-style-type: none"> ▪ Designed and implemented the MP's successful electoral campaign including communication concept, creative execution, media interviews, meetings, press and events ▪ Planned and managed media appearances and academic interventions including conferences in Harvard University (USA) and Hyderabad (India) ▪ Developed and drafted weekly press interviews briefings as well as various communications pieces. ▪ Represented the MP in different events and conferences in Lebanon and abroad. ▪ Managed the MP social media presence (Website, Facebook page & Twitter)
<u>Jan. 2008 - Nov. 2008</u>	<u>INTERNATIONAL ASSOCIATION of FRENCH MAYORS (AIMF) - (FRANCE)</u> Public Relations Intern <ul style="list-style-type: none"> ▪ Coordinated meetings between international members and followed up on pending actions ▪ Planned and attended annual organization meetings and ensured coordination with the media: <ul style="list-style-type: none"> ○ Project in Tunisia: 1st Summit Meeting between the "Arab Cities Organization" and the AIMF <ul style="list-style-type: none"> - Prepared and organized the Summit - Drafted the press releases ○ Developed the talking points of the intervention of the AIMF in the "Cities Diplomacy Summit" held in La Haye ▪ Representative of the AIMF at the "International Organization of la Francophonie" <ul style="list-style-type: none"> ○ Attending and representing the AIMF at the general meetings ○ Preparing the agenda of the 12th Francophonie Summit held in Quebec

CERTIFICATIONS

Aug. 2016	<ul style="list-style-type: none"> ▪ Google AdWords fundamental ▪ Google Search Advertising Network
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SPECIAL PUBLICATIONS

July 2012	Project leader for "Al Kalimat" A special 120-page publication in tribute to HE Ghassan Tueni.
Dec. 2012	Project leader for "Alf Hadiya wa Hadiya" A special 75-page publication related to Christmas gifts and holidays.

EDUCATION

Jul. 2016 - present	Digital Marketing Institute (London) Post-graduate diploma.
Jul. - Aug. 2008	London School of Economics & Political Science (LSE) - (London) Summer School Programme - Certificate in International Relations, Government and Society.
2007 - 2008	Institut Catholique de Paris (Paris) Master's in International Relations (with distinction).
2006 - 2007	University of Paris 1 - Panthéon Sorbonne (Paris) Master's in international relations.
2003 - 2006	Université Saint Joseph (USJ) - (Beirut) Bachelor in Political Science.
2003	Collège Notre Dame de Nazareth (Beirut) French and Lebanese Baccalaureate.

SKILLS & INTEREST

Languages	Fluent: Arabic, French and English.
Skills	Microsoft Office.
Interests	Travelling, chess, photography.