

Dona Rita El Hachem

Education:

Bachelor of Business Administration

Sep 2009 - Jun 2013

Major: Marketing

Holy Spirit University of Kaslik, Lebanon

Lebanese Baccalaureate, Economic Sciences

Sep 1994 – Jun 2009

College des Soeurs des Saints Coeurs, Jbeil, Lebanon

Work Experience:

Freelancer

Sep 2018 – Jan2019

SEO Specialist

“Esposa Group”

- ✓ Handling Esposagroup.com and esposacouture.com SEO,
- ✓ Drafting SEO strategies and translating these strategies into an effective Plan,
- ✓ Searching and recommending keywords
- ✓ Coordinating with all the involved parties, web developers and the marketing team
- ✓ Planning and executing Search Marketing Campaigns using Google Adwords,
- ✓ Measuring and analyzing performance using Google Search Console and Google Analytics,

Senior Digital Marketing Executive

Feb 2018 – Present

“Digital Marketing Solutions”- Member of Choueiri Group, Beirut, Lebanon

Managing Dailymotion account:

- ✓ Coordinating with publishers that own a channel on Dailymotion
- ✓ Analyzing videos performance of publishers contents with monthly report follow up
- ✓ Drafting video strategies in aim to reach high views and achieve higher revenues to the publishers
- ✓ Monthly analysis of all channels with coordination of Dailymotion team members and internal team

Managing AOL (America Online) account:

- ✓ Coordinating with publishers and content owners on the account
- ✓ Drafting strategies with the internal team for content owners to upload their videos on the platform for publishers to use on their websites
- ✓ Drafting strategies with internal team for publishers to embed videos from the videos available on the platform in order to insure high views and hence higher revenues for both content owners and publishers
- ✓ Monthly reporting and performance analysis for both parties
- ✓ Day to Day follow up with content studios and publishers

Digital Marketing Executive

Oct 2013 – Feb 2018

"Digital Marketing Solutions"- Member of Choueiri Group, Beirut, Lebanon

- Working Closely with specific online media partners (Laha Magazine, Jamalouki Magazine, Eurosport Arabia) and with the sales and CRM team in the generation of web traffic, and campaign delivery,
- Handling commercial requirements and general digital marketing needs,
- Drafting digital marketing strategies and translating these strategies into an effective digital marketing campaign,
- Driving online traffic through creative thinking to best capture audiences,
- Analyzing performance and growth metrics, and using data for optimization and results improvement,
- Supporting commercial teams on reporting and analyzing user behavior,
- Planning of social media marketing efforts, mainly in collaboration of partners,
- Planning and executing paid campaigns (Facebook, Google AdWords, Twitter, Instagram),
- Tracking conversion rates based on analytics and related statistics (Google Analytics, DFP, Effective Measure, Chartbeat),
- Assisting the Director in the review and planning of new digital opportunities.

Marketing and Sales

Nov 2011 – Aug 2013

"The Timmint Group" holding company, Jounieh, Lebanon

- Assisting during consulting meetings,
- Assisting in business plans development,
- Leading the company's website development project,
- Learning about reinsurance, risk management, private equity and management consulting,
- Learning how to structure strategies and make decisions,
- Handling social media.

Extra-Curricular Activities:

- **Dancing:** Modern Dance (1999 - 2010), Salsa
- **Sports:** Boxing, Running, Swimming, Gymnastics
- **Painting:** 2017- Present

Languages and Skills:

Languages:

- English, French, and Arabic, all spoken, read, and written fluently,

Computer Skills:

- MS Office (Word, Excel, PowerPoint),
- Google Analytics,
- Effective Measure,
- Facebook Ads Manager and Power Editor,
- Facebook Business Manager,
- Twitter Ads Manager,
- Google AdWords,
- Google Search Console
- Excellent Internet Research Skills.

References:

Available upon request.