

EDUCATION

AMERICAN UNIVERSITY OF BEIRUT 2017

*Suliman S. Olayan School of Business
Bachelor of Business Administration
- Concentration in Marketing*

ABU DHABI INTL PVT. SCHOOL 2013

High School Diploma

LANGUAGES

- Fluent in English and Arabic
- Basic Knowledge in French

SKILLS

- Proficient in Microsoft Office
- Proficient in Ads Manager
- Google Adwords Certification
- Basic Google Analytics Certification
- Hubspot
- Big Commerce & Epi-Server
- Keen Observer
- Quick Learner
- Teamwork

EXTRACURRICULAR ACTIVITIES

- Marketing Team Member in AUB Outdoors
- PR Member in AIESEC AUB
- Outgoing Exchange Member in AIESEC AUB

HOBBIES

- Photography
- Yoga
- Reading
- Baking

EXPERIENCE

RANDEM. DO BETTER

Digital Marketing Specialist

OCT 2018 - Present

- Weekly & monthly reporting on revenue tracking through different campaigns that have been scheduled.
- Content creation for clients' online platforms which include: Social Media Calendars, SEM display, Email Design, Website.
- Daily tracking on Google Analytics in order to utilize the budget to its maximum capacity and increase revenues.
- Worked through Episerver, Big Commerce, and Hubspot to track clients' monthly sales and allocate promotions according to results.
- Managed different ads across clients' online platforms. Used Ads Manager to distribute ads across Facebook and Instagram whenever suitable. Boosted posts according to different budgets. Targeted audiences according to preferences and ages.
- Launch a new clients' online platforms from scratch and building an audience to drive sales online & in-store.

SPIRIT ADVERTISING

Social Media Executive

AUG 2018-SEPT 2018

- Manage the client's social media channels and communications.
- Create social media weekly and monthly reports.
- Assist in planning marketing strategies to grow engagement
- Working with other departments to develop social media timelines that coincide with the product release, ad campaigns, and other brand messages.
- Coordinating social media messages with advertising departments, the brand management team, and annual company goals.
- Analyzing social media campaigns with tracking systems to determine areas for social media campaign improvement and to gather visitor's data.

GINZA HOLDINGS

Social Media Executive

JAN 2018-AUG 2018

- Manages the company's social media channel and communications.
- Engages in social media presence creation on new and emerging social media platforms.
- Creates content that promotes audience interaction, increases audience presence on company sites and encourages audience participation.
- Analyzes and reports audience information and demographics and success of existing social media projects.
- Propose new ideas and concepts for social media content.

CHEFXCHANGE

Marketing Intern

JUNE 2017-AUG 2017

ETIHAD AIRWAYS

Tourism & Affinity Marketing Intern

MAY 2016-JULY 2016