



SARAH KANSO

CERTIFIED DIGITAL MARKETING PROFESSIONAL

Saida, Lebanon

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SUMMARY

Ambitious marketing professional with 5 years of progressive experience across a broad range of marketing functions and diverse industry segments.

SKILLS

Content Marketing

Email Marketing

Full Marketing Arsenal of Tools

Paid Social Media Advertising

Consumer Behaviorist

PROFESSIONAL EXPERIENCE

Unigaz Group

Nov 2019 - Present

Marketing Executive

- Conduct market research to identify business trends and customers' needs and desires as well as opportunities for promotion and growth
- Research and analyze market trends, competitor offerings, demographics, and other information that affect marketing strategies
- Create marketing and advertising campaigns that will increase business' sales and bring in new customers
- Develop and implement tactical marketing communications projects, including: sales tools, marketing collateral, advertisements, trade show booths, websites, and social media content
- Develop and maintain social media profiles and quality content on Facebook, Instagram and LinkedIn
- Plan advertising and promotional campaigns for products or services on a variety of media (social, print etc.)
- Create, adapt, improve and optimize web communication for SEO and organic and keyword search
- Maintain the department's budget and ensures all marketing activities are cost-effective

Backstage Hazmieh and Davinci kicks

2019 - Present

Freelance Social Media Executive

- Create consistent, meaningful posts on all social media platforms, including writing concise, well-polished copy consistent with account's tone
- Day-to-day management across social media platforms
- Monitor social media and industry landscape for current trends and opportunities
- Communicate with social media followers, including responding to queries in a timely manner
- Develop and manage social influencer programs
- Use analytical tools such as Facebook Insights to monitor and evaluate the account's social media presence and performance
- Prepare monthly reports on social media marketing efforts
- Perform other duties when needed

PragmaDoms

Jul 2019 - Oct 2019

Senior Digital Marketing Specialist

- Research, implement and optimize marketing strategies
- Plan monthly content calendars and strategies and advise on content, style and captions
- Observe and analyze trends, target markets and appropriate influencers
- Seek opportunities and take initiative in suggesting and proposing business development and marketing strategies
- Collaborate with the team in creation of paid & non-paid media strategies and actions for multiple accounts
- Perform research on competitor's activity
- Manage CRM database and website backend and coordinate with developers
- Handle major clients relationships
- Analyze and optimize marketing data and reach
- Monitor the latest trends and provide recommendations accordingly
- Run offline campaigns and organize workshops and events
- SEO and mailing list management

Sehnaoui Plant Group

Oct 2014 - Jun 2018

Executive Assistant to the Managing Partner

- Develop and implement marketing plans and business development strategies across each market the company is currently operating and seeking to enter
- Work with in-house designers to produce materials of visual impact and within brand guidelines
- Generate and execute marketing campaigns across social media platforms such as

LinkedIn, Facebook, YouTube and many more

- Generate reports for digital marketing campaigns using data based analytics tools and also present this data in an easy to understand format
- Source advertising opportunities and place adverts in the press
- Liaise with media, printers and publishers as required and manage the production of marketing materials such as leaflets, flyers, posters and newsletters
- Monitor competitor activity and generating leads for products and services
- Manage the preparation for all exhibitions and events
- Prepare marketing reports by collecting, analyzing, and summarizing sales data
- Maintain and keep up to date the content of all internal and client databases
- Implement and manage the CRM database and serve as the main administrator of the CRM system work

EDUCATION

Digital Marketing Institute

2018 - 2018

Certificate in Digital Marketing

Rafic Hariri University

2008 - 2011

Bachelor degree in Business Marketing

HOBBIES

Reading, jogging, hiking, photography and exploring places
