

SARA HMAYED

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Skilled and highly organized e-commerce executive offering excellent communication and technical skills. Meets deadlines and works with a high level of multicultural awareness and adaptability. Looking for a fulltime job in the field of digital marketing and e-commerce.

EXPERIENCE

NOV 2021 – DEC 2022

E-COMMERCE EXECUTIVE | WALNUT GLOBAL

- Create product listing and update banners on Shopify and Amazon platforms and ensure products are accurately priced, photographed and described.
- Monitor website and ads metrics and generate monthly reports using Google Analytics
- Manage Facebook and Twitter ads campaigns and monitor their results
- Review competitors' updates, and prepare market research regarding new trends, new application, UI-UX and email marketing.
- Write content for e-commerce websites and social media, and create email marketing campaigns using Mail Chimp

MAR 2021 – DEC 2021

WEBSITE DATA ENTRY SPECIALIST | CHREEK NGO

- Listed new products into WordPress website using Woo Commerce plugin, ensuring that images, specs, and product info are accurate.
- Generated descriptions for different products.
- Worked on Excel spreadsheets for additions, deletions and price updates with accuracy

JUNE 2018 – NOV 2019

ADMINISTRATIVE ASSISTANT/ DATA ENTRY | CORNER STONE

- Ensured the proper path of project documents between engineers and consultants
- Answered phone calls, dealt with emails and assisted visitors daily
- Performed general office management such as filing, copying and ordering office stationery
- Responsible for all documents data entry using Excel.
- Entered large number of documents on excel in a daily manner

EDUCATION

2023-PRESENT

LEBANESE UNIVERSITY – FACULTY OF ECONOMICS AND BUSINESS

Research Masters in Marketing

2014-2017

LEBANESE UNIVERSITY – FACULTY OF INFORMATION

Bachelor of Public Relations and Advertising

SKILLS

- Microsoft Office(Word, Excel, PowerPoint)
- Facebook Ads
- Google Analytics
- Adobe Photoshop
- Google Ads
- Mail Chimp

CERTIFICATES

Sales Force - 2023

CRM – Admin Beginner

Facebook Blue Print- 2022

Ads Manager Basics – Certificate of Completion

Buying on Facebook – Certificate of Completion

Google Analytics Academy - 2022

Google Analytics for Beginners – Certificate of Completion

Google Digital Academy (Skill shop) – 2022

Google Ads Display Certification

Google Ads Search Certification

Google Digital Garage - 2021

Certificate of Completion: Fundamentals of Digital Marketing

The Nawaya Network - 2021

Certificate in Soft Skills Training during Career Path Program

Coursera Platform - 2020-2021

Certificate of Completion: Excel Skills for Business, Macquarie University of Australia

Course Certificate in Psychological First Aid, John Hopkins University

Getting Started with Power BI Desktop

LANGUAGES

Arabic: Native

English: Advanced

French: Beginner