

Salma Siblini

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CORE COMPETENCIES

Digital Marketing – Social Media Management – Branding – Marketing Strategy - Content Development and Design

PROFILE

- Three years of experience in HR & Marketing
- Able to work under pressure, highly responsible, dedicated, and organized

EDUCATION

Lebanese American University; Beirut, Lebanon

Sept. 2013 – June 2016

BS in Business Studies with emphasis in Marketing

Lycée Abed el Kader; Beirut, Lebanon

1998 - 2013

French Baccalaureate in Economics and Sociology

WORK EXPERIENCE

Organizational Development Officer

March 2019 - Present

GroupMed Insurance and Reinsurance Company S.A.L.

- Maintain updated records of the company's Organizational Charts
- Develop employee's job descriptions by performing job analysis including one on one interviews
- Create Performance Appraisal templates for employee's performance evaluation on a yearly basis
- Design and develop the Brand Identity of the company in line with the company's strategy
- Design, create and manage promotions and ad campaigns as per the company's overall marketing plan and create and manage all published content on the company's social media platforms via a publishing schedule
- Directly involved in designing and developing the company's website via third party
- Handle all tasks related to sponsorship events including budget allocation, providing marketing material and managing overall logistics
- Attend seminars and manage the relation between the company and the United Nations Global Compact (UNGC) as part of the company's Corporate Social Responsibility (CSR) initiative through producing the company's annual Communication on Progress (COP) report.

Organizational Development Junior Officer

Jan. 2017- March 2019

- Assist the HR & Admin. Manager in interviewing candidates
- Support the team in organizing and supervising internal trainings
- Coordinate with external companies to create letterheads and design logos

Intern

Aug. 2015

Bankmed

- Operating Systems - Customer Service Representative - Teller

Student Employment

March 2015 - May 2015

Rizk Hospital, Clinics

- General Admin. Tasks - Filing

Part-time Entrepreneur

2016 - Present

Mandalas by Salma

- Develop online brand identity and create and manage all published content
- Maintain an up to date marketing plan through applying trends in social media tools and strategies
- Process orders and respond promptly to customer inquiries

WORKSHOPS

Association des Compagnies d'Assurance au Liban (ACAL)

2017

- Two day training course: "Insurance products training seminar"

Attended Marketing Kingdom

2016

- Two day workshop with international companies on developing marketing strategies in different markets

General Assembly member at the Red Cross Club – LAU

2014 - 2015

- Attend training camps – Ushering - Training kids

SKILLS

Computer: Microsoft Word, Power Point, Excel, Adobe InDesign, Illustrator, Visio, Outlook

Languages: Fluent in spoken/written English, French & Arabic