



ELIANA CHEAIB

PERSONAL

Birthday : 18 June 1994
Relationship : Single
Nationality : Lebanese
Languages : French, English, Arabic

SKILLS

COMMUNICATION ██████████
CREATIVITY ██████████
TEAMWORK ██████████
ORGANIZATION ██████████
LEADERSHIP ██████████
ATTENTION TO DETAIL ██████████

CONTACT

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Eliana Cheaib
Jbeil Byblos, LEBANON

AWARDS AND CERTIFICATES

Certificate of Achievement | **Tamayaz**

- Body language in the workplace.
- Body language in public speaking.

Certificate in Digital Marketing | **The Agenda**

- Introduction to SEO and SEM
- Introduction to Social Media Ads.

Award Winner | **IAA**

- International Advertising Association Apprentice Conference Winner.
- Won the "24 hours full fledge campaign pitch".

PROFILE

A smart, committed and self-motivated individual with an outgoing personality and the ability to develop relationships with key business clients. Possessing a proven track record of building long-term relationships with clients and ensuring that value is provided to their businesses. Able to deliver results under pressure by bringing fresh and creative thinking to a project and by fostering long term profitable relationships with key accounts. Currently looking for a suitable account manager position with an exciting company where I can achieve my potentials.

Education

ECONOMY & SOCIOLOGY BACCALAUREATE

SAINT JOSEPH COLLEGE
-JBEIL-
1998 - 2012

BACHELOR IN ADVERTISING AND MARKETING

NOTRE DAME UNIVERSITY
-ZOUK MOSBEH-
2012 - 2017

Experience

Content Director

2019 - Present

Company | **InHype Dubai**

- Worked on creative moodboards and storyboards for influencer marketing campaigns for top notch international brands.
- Created content briefs and directions for brands and social media influencers.
- Worked alongside the content and selection team members.
- Briefed and followed up with influencers on content direction and campaign details.
- Assisted influencer outreach team in building core network of influencers.
- Main point of contact between top influencers and agency.
- Maintained timelines for campaigns deliverables.
- Coordinated product delivery from international brands to influencers.
- Held responsibility for all campaigns content quality before going live.
- Managed a team of video editors and graphic designers.

Account Manager

2018 - Present

Company | **InHype Dubai**

- Main point of contact between agency and clients.
- Managed accounts for several international brands in the MENA region.
- Developed, implemented and managed social media strategies to achieve clients marketing targets.
- Used Buffer to schedule monthly social media content across several platforms.
- Managed design and communication team to ensure best content quality.
- Developed, tracked and reported important KPI's to illustrate successes and opportunities in social media and content efforts.
- Created monthly content calendars.
- Wrote creative captions in English and Arabic for content and social media campaigns.
- Provided creative ideas that fits client needs.
- Launched social media ads on Facebook, Instagram, Snapchat, Adwords Youtube and LinkedIn.

Social Media Executive and Community Coordinator

2017 - 2018

Company | **FFA Real Estate**

- Implemented social media and communication campaigns to align with marketing strategies.
- Suggested new ways to attract potential buyers.
- Built relationships with customers, industry professionals and journalists.
- Worked alongside editor to create monthly newsletter.
- Created landing pages for online ads.
- Organized and participated in events to build a community and increase brand awareness.
- Created monthly social media calendars and campaigns on Facebook, Instagram and LinkedIn.

Intern- Creative Department

2017

Company | **M and C Saatchi MENA**

- Completed two months internship at the creative department.
- Worked alongside the Art Director to create campaigns ideas.
- Analyzed briefs and brainstormed for full fledge campaigns for SGBL and Le Mall.