

NOURHANE CHARIF

Phone: +961 70738916

E-mail: nourhane.charif@hotmail.com

Nationality: Lebanese - Turkish

DIGITAL MARKETER

PROFILE

Experienced executive with a demonstrated history of working in the consumer services industry. Skilled in Digital Communication, Customer Service, Advertising, Sales, and Customer Relationship Management.

EXPERIENCE

ASSISTANT DIGITAL COMMUNICATION COORDINATOR

BLOM BANK (Jan 2019- present)

- Creating, collecting, adapting, and scheduling compelling content, with an emphasis on text-based communication.
- Ensuring the content is consistently and accurately supporting the voice, tone, style and overall brand image.
- Assisting in implementing the digital and social media strategy.
- Monitoring all the bank's websites domains.
- Updating information contained on the bank's websites as per the communications procedure.
- Executing the online content to drive organic search engine ranking.
- Remaining updated on social media networks by monitoring and analyzing social media trends seeking appropriate opportunities for the bank's brand.
- Reporting on the effectiveness of social site placement and conversations on the web.
- Establishing KPIs for all content. Evaluating content against those KPIs and using this data to assist in decision making.

TELLER

BLOM BANK (Dec 2017 - Dec 2018)

- Serving as the first point of contact for the clients, providing positive first impression through friendly and efficient customer service.
- Completing basic and advanced Teller transactions.
- Identifying referral opportunities for new products and services based on client's financial goals.
- Educating clients on digital and self-service opportunities offered by the bank.
- Adhering to bank policies, operational controls, and regulatory procedures to ensure the safety and security of clients and bank assets.
- Appropriately assessing risk when business decisions are made, demonstrating particular consideration for the bank's reputation.

ACTIVATION EXECUTIVE

Pulsar Activation (Jan2017 - Dec 2017)

- Responsible for several accounts including client servicing.
- Executing campaigns according to clients' marketing objectives.
- Working cross functionally with category, channels, demand planning teams.
- Working closely with Brand Manager to ensure full year campaigns and messaging are aligned and relevant to consumer needs/segment trends based on periodic analysis conducted.
- Identifying opportunities and proposing solutions & actions based on databases.

SALES & ADVERTISING EXECUTIVE

iBRAND Advertising (Oct 16 - Dec 16)

- Creating starter content for advertising campaigns.
- Presenting campaign pitches and costs to clients.
- Writing storyboards for media campaigns.
- Copyrighting for social media editorials in Arabic.
- Monitoring work progress, collaborating with colleagues to execute creative campaigns and following up with clients.

DUTY MANAGER

Jouéclub Lebanon (Aug 14 - Sep 16)

- Responsible for overseeing the daily operations.
- Motivating sales teams.
- Sales and target reporting.
- Developing promotional material and store branding.
- Training new staff.

SKILLS

- Strong interpersonal communications skills and ability to work productively in a fast-paced, creative, collaborative environment.
- Volunteering and community service.
- Ability to work under pressure to meet deadlines.
- Ability to work efficiently on own and with team.
- Demonstrated knowledge of social media best practices and principles.
- Familiar with photo and/or video editing software.
- Familiar with HTML, CSS.

EDUCATION

MASTERS IN DIGITAL CORPORATE COMMUNICATION

Faculty of Information and Documentation (Expected in Spring 2020)

BA IN PUBLIC RELATIONS AND ADVERTISING

Faculty of Information and Documentation (2013 - 2016)