

YARA JABER

CONTACT

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Marketing Communications
Strategic Branding
Storytelling

PERSONAL PROFILE

The wild ability to imagine, create, and refine ideas is there, just looking for a dazzling and equally energetic team to work with.

First and foremost: Storyteller. In technical terms: Marketing communications, branding professional with a knack for content creation and a demonstrated marketing experience in the media/entertainment and publishing industries.

Spirited and strategically creative team player with a track record of leading several initiatives and working in international and multi-cultural teams since 2014.

EXPERIENCE

Senior Content Strategist Beirut, Lebanon

Saudi Research & Publishing Company | Aug 2018 - Jan 2020

- Led a team of content creators (writers, photographers, videographers) regionally
- Devised marketing content strategies that resulted in doubled website traffic 6 months post joining
- Generated communication plans aligned with the website's brand identity in fashion, influential women, human interest stories
- Created and led new managerial processes for website; editorial, pitch-to-publication, and scheduling processes
- Optimized content for search engines and lead generation (SEO)

Junior Editor Beirut, Lebanon

Beirut.com | May 2017 - Aug 2018

- Spearheaded a content initiative resulted in engagement of new areas of interest for audiences
- Engaged and worked with influencers and establishments to build relationships and seek out opportunities for cross-promotion
- Curated and authored daily articles aimed at local audience
- Served and scheduled as a community manager for social media platforms (Instagram, Facebook, Twitter)

Youth Organization Leadership Beirut, Lebanon

AIESEC | Oct 2014 - Jan 2017

- Led the strategic marketing and TM departments from 2015-2017
- Outlined strategic objectives of the marketing & number of exchanges goals
- Amplified external marketing communications on social media platforms to attract new recruits and partnerships
- Developed a content marketing and communications plan to promote international volunteering programs
- Counsellor international relations and partnerships with other entities: AIESEC in Romania, Malaysia, Sri Lanka, and Egypt
- Supervised online social media campaigns and offline promotion operations

TECHNICAL & SOFT SKILLS

- Adobe Photoshop
- Adobe InDesign
- Microsoft Office
- Tableau
- CMS
- Strategic Planning
- Problem Solving
- Leadership
- Communication
- Brainstorming - Idea Generation

EDUCATION

IE Business School Madrid, Spain

Master in Corporate & Marketing Communications

Oct 2019 - July 2020

- Ranking: Top 10
- IE Foundation Scholarship Recipient
- Executed 15 projects over 10 months

American University of Beirut Beirut, Lebanon

Master in English Literature: Cultural Studies & Anthropology

Sep 2015 - Dec 2018

- GPA: 87.75/100
- Dean's Honor List
- The first to conduct a thesis on a book yet to be published

Lebanese American University Beirut, Lebanon

Bachelor of Arts in English Studies

Sep 2012 - Aug 2015

- Studied all forms of content writing: journalism, creative writing, screen plays, academic research
- Minor in General Business
- Lead role in a student play production: The Husband

SABIS International Charter School Koura, Lebanon

High School Diploma

Sep 1996 - June 2012

- Lead role in theatre production: Grease the Musical
- Active member of the Student Life Organization

LANGUAGES

- English - Native
- Arabic - Native
- Spanish - Intermediate
- French - Intermediate