

TATIANA ABOU KHALIL

Senior Performance Executive

CONTACT

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LANGUAGES

English: **Fluent**
Arabic: **Native**
French: **Very Good**

ADS PLATFORMS

Facebook Business Manager
Twitter Ads Manager
LinkedIn Ads Manager
Snapchat Ads Manager
Google Ads
Google Ads Editor
4C

CERTIFICATIONS

-Facebook Certified Media Buying Professional – 2020
-Facebook Certified Media Planning Professional – 2020
-Google Ads Search – 2019
-Google Ads fundamentals - 2019
-Snapchat Advertising Core Competencies Certification - 2020

WORK EXPERIENCE

Omnicom Media Group - CORE - Senior Performance Executive – Paid Social 1/2020–Present

- Ensure the workflow is going smoothly to meet the client's goals and objectives.
- Support the team with all their technical enquiries.
- Put in place regular trainings for team to keep them well informed.
- Ensure that all the agency's processes are being applied by the team.
- Manage, optimize, and report on the Paid Social accounts.

Omnicom Media Group - CORE- Performance Executive – Paid Social 4/2018–12/2019

- Manage, optimize, and report on the Paid Social accounts, with a great understanding of Facebook, Instagram, Twitter, Snapchat and LinkedIn to increase the buying across all these social channels.

MillionK – Social Media – Content Creation 10/2017–11/2017

- Develop and implement social media content.
- Lead the creation, execution, and planning of social channel content, mainly Facebook and Instagram.

Havas Worldwide – Account Executive 3/2017–7/2017

- Liaise with, and act as the link between, the client and the advertising agency by maintaining regular contact with both.
- Negotiate with clients and agency staff about the details of campaigns

Customer Service Representative/Call Centre – Fransabank 8/2015–3/2017

- Resolve customer issues and complaints that involve money and confidential information.
- Sell products and executing promotions and targeted campaigns

EDUCATION

Université Saint Joseph 2011–2020

Bachelor's in Advertising and Marketing
Related Courses: Market research, International Marketing, Sales, Business Law, Luxury Marketing, Introduction to Graphic Design, Event Management, Photoshop, SPSS.