



MIRELLA ABI HABIB

Date of birth: 27 March 1997

Nationality: Lebanese

Marital Status: Single

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Location: Lebanon- Amchit

CAREER OBJECTIVE

A highly educated, creative & motivated lady, with real ambition, experienced in the business field & the public relations, organized, able to handle multiple assignments, team player, & have excellent presentation & communication skills. In addition, I have the flexibility & the abilities to adapt to any supervisory position. Looking for a new challenging opportunity in a well established & reputed organization where I can utilize my skills and creativity.

EDUCATIONAL BACKGROUND

Bachelor of Science in Business Administration
Advertising & Marketing Emphasis
Arts, Sciences & technology University in Lebanon

PROFESSIONAL CERTIFICATIONS

- Google Digital Garage Certification
- Online Creative Certification
- Certification that I have undergone a training period from January 16, 2018 till April 16, 2018 in Marketing Research & Analysis at INDEVCO Paper Containers Division in the Marketing Department
- Certification that I have undergone a training period from June 1, 2018 till September 1, 2018 in Digital Marketing at Genesis ME Company in the UAE in the Marketing Department

WORK EXPERIENCE

- **PromoFix / JGroup Holding - Digital Marketing Specialist**
An international advertising & marketing company (November 2018 – November 2019)
Planning & setting with the management, digital marketing campaigns, including SEO/SEM, social media & display advertising.
Set digital strategies.
Edit, publish, and create websites' contents.
Community manager: Handling social media accounts (Facebook, Instagram, LinkedIn, YouTube, Trip Advisor, etc...)
Content creator: Creating creative and rich contents.
Paid social: Boosting / sponsoring.
Share ideas with the management.

Analyze & report the performance of all digital marketing campaigns.

- **Indevco Paper Container – Marketing Research & Analysis Intern**

A division of the multinational corporation INDEVCO Group (January 2018 – April 2018)

Research & analysis of the market.

Find the company's competitors.

Study the market prices.

Data & details about the products in the market & its potentials.

Countries' reports for the management.

- **Genesis ME – Digital Marketing Coordinator / Digital Media Sales Intern**

A leading advertising & marketing company (June 2018 – August 2018)

Planning & setting with the management, digital campaigns & social media strategies.

Maintain the organization's social media presence across all digital channels.

Measuring & reporting the performance of all digital marketing campaigns.

Present the company's services to potential clients.

- **Haven the Cabin - Manager**

A coffee shop and a reading place (September 2018 – November 2018)

Manage the day-to-day store operations.

Monitor daily expenses and revenues and ordering supplies.

Come up with new ideas for the place.

Manage the team and do the weekly schedule.

Handling the Marketing (Social Media in specific)

- **Republic - Public Relation Supervisor and Head Hostess**

A leading Casual Dining Restaurant (June 2016 – June 2018)

Direct communication with people and introduce them to our services.

Manage reservations and the guests' seats & provide their comfort zone.

Reach guests satisfactions goals.

- **Dip n Dip - Team leader**

A leading global franchise Chocolate & Coffee Chai (September 2015 – May 2016)

Solve the conflicts.

Coach, supervise, and support the team.

Train new employees.

Direct communication with the guests, and follow their needs and satisfactions.

- **Edde Yard - Supervisor**

A pedestrian village linked by ancient cobblestone alleys (April 2014 – September 2015)

Handle all customers' queries & orders.

Create new cocktails mixes.

Supervise the quality & taste.

- **FMCG Marketing & Events Agency – Marketing Promoter**

A leading FMCG company specialized in the Food Industry (Part time job)

Promote the products for top companies & do presentations.

Identifying interests & understanding customers' needs.

Reports for the management.

Follow tasks & reach the target.

COMPUTER SKILLS

Windows Office (Word –Excel -Power Point...)

Internet Knowledge (Resources, data & research...)

LANGUAGE SKILLS

Arabic: Native proficiency (written & spoken)

French: Full professional proficiency (written & spoken)

English: Full professional proficiency (written & spoken)

Spanish: Beginner (written & spoken)

PERSONAL INTERESTS

Sports – Reading – Traveling – Photo modeling – Music

- ✓ **Valid international driving license**
- ✓ **Valid passport**
- ✓ **Documents & references are provided upon request**