

Profile

I'm a 2nd-year master's student in International Management with one and a half years of experience in the digital marketing field. My work mainly focused on SEO, strategies, and campaigns. I'm looking forward to devoting my expertise into working in the Marketing field.

Experience

Sociata Influencer Marketing platform, Beirut | Sept 2021- Nov 2022

Search Engine Optimization Specialist (Remote - part time)

- Powerful keywords discovery and research.
- Developing and implementing link building strategies.
- Perform ongoing competitive analysis.
- Site auditing, tracking, reporting, and analyzing website analytics.
- Updating contacts database daily using the CRM tool.

Mexeen Executive Education, Qatar | Aug 2021 - Sept 2021

Digital Marketing Intern (Remote)

- Tracking leads on CMS, updating content regularly and preparing emails on Mailchimp.
- Assist in elaborating the marketing plans, social media strategy, managing social media pages and tracking the performance of the campaigns.

Sociata, Beirut Digital District | Mar 2021 - July 2021

Marketing Intern

- Preparing creative brief and announcement email.
- Creating blog formats, and a content calendar for monthly marketing plans.
- Assisting in video content creation for Alpro products.
- Conducting case studies on "One Million Arab Coders".
- Creating campaigns, discovering creators, and connecting with potential Influencers. Also, planning and tracking their performance.

Education

MBA in International Management | Sept 2022 - present

Rennes 1 University, IGR-IAE

Master I in Marketing | Nov 2021- Sept 2022

Lebanese University (LU), Faculty of Economics and Business Administration

- Delegate of the student body.

Advertising & Marketing Communication | Oct 2018 - July 2021

Lebanese University (LU), Faculty of Information

- Delegate of the student body.

Life Science Branch | Sept 2016 - July 2017

Bourj International College (BIC)

- 12th GC LAU Model United Nation - Beirut/Jbeil participated in several Conferences and the Global Village activity.

Volunteering

Centremine , LU Hadath Campus | Mar 2021 - Present

Volunteer Social Media Coordinator (Remote)

- Social media platforms management, workshops, webinars coordination.
- Auditing and reviewing reports written by other organizers.

Jana Awada

Digital Marketer

📍 Rennes, France

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in www.linkedin.com/in/jana-awada

Skills

- Excellent analytical, and communication skills
- Outstanding multitasking abilities, and time management skills
- Accuracy and attention to details
- Creativity and problem-solving skills
- Product and market research

Tools & Softwares

- Adobe Illustrator, Adobe Photoshop, Canva, General knowledge in HTML and CSS, Microsoft Word, Excel, PowerPoint, Sociata, SEMrush, Hubspot, Google Analytics, Mailchimp, CMS, WordPress, Business Suite.

Languages

- Arabic (Native)
- English (Professional)
- Français (Pre Intermediate "A2")

Certificates

- Digital Marketing Course
- Online Marketing
- Communication Skills
- Consumer behavior Analysis
- Coursera / Meta: Social Media Marketing

Hobbies

- Swimming
- Hiking and outdoor activities
- Socializing and participating in workshops