

# Elianor Assaf

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Date of Birth: 06/11/1996

## CAREER OBJECTIVE

- Detail-oriented marketer skilled in strategic development and collaboration, dedicated to enhancing business growth and brand visibility. Proficient in market research, content creation, and digital marketing, consistently achieving results through creativity and analytical expertise. Strong in organizational, time management, negotiation, and leadership skills, with a relentless drive for learning and exceeding limits. Seeking to leverage these strengths to drive innovation, foster teamwork, and deliver measurable impacts on organizational success.

## DEGREE, EDUCATION AND TRAINING

Certificate of attendance for social media- Thirteen Cube	2021
Certificate of attendance in Digital Marketing- USEK continuing Learning Center	2019
Lebanese University (master's degree in marketing)	2020- 2023 (3 Years)
Lebanese University (Bachelor degree in marketing)	2015- 2019 (4 Years)

## WORK EXPERIENCE

### **The Net Global: Senior Marketing Executive, Lebanon (June 2023– Present)**

*Shipping and Logistics Company*

- Support marketing department in executing marketing strategy.
- Contribute to integrated marketing campaigns using digital and physical tools.
- Conduct market research, analyze data, and provide structured recommendations.
- Analyze CRM and sales data for customer insights and marketing opportunities.
- Collaborate across departments to enhance customer experience.
- Coordinate with agencies and partners for marketing collateral and digital efforts.
- Manage financial aspects, liaising with suppliers and accounting departments.

### **Dream Creations International: Marketing Coordinator, Lebanon (2022 – June 2023)**

*Production Company of Daizy Gedeon*

- Manage and expand social media presence for filmmaker and entrepreneur Daizy Gedeon and her film "ENOUGH"! Lebanon's Darkest Hour."
- Curate and publish engaging content across various social platforms to amplify the company's story, mission, and objectives.
- Supervise designers and videographers to ensure alignment with the company's image and identity.
- Lead website creation in collaboration with copywriters, developers, and graphic designers.
- Coordinate team brainstorming sessions, task assignments, and oversee their execution.
- Conduct a comprehensive review and update of the film, incorporating post-May 2022 election results and new interviews with the CEO.
- Spearhead the strategic planning and logistics for the international tour of the film "ENOUGH! Lebanon's Darkest Hour," ensuring impactful global reach.
- Provide comprehensive support in organizing events and overseeing film-related shoots, contributing to the seamless execution of Daizy Gedeon's initiatives.

### **Lebanese Alternative Learning: Communication and Marketing Office, Lebanon (2021-2022)**

*NGO*

- Collaborate with project and services teams to expand NGO business and target new audiences through innovative projects.
- Supervise the development of program materials and electronic media, ensuring alignment with brand messaging and image.
- Analyze and adapt communication strategies across teams for message consistency and integration.
- Foster partnerships and consult with key stakeholders for enhanced organizational impact.
- Develop robust communication strategies to manage risks and drive project success.
- Manage content creation and community engagement across social media platforms.
- Assist in organizing and attending NGO events.
- Maintain oversight of projects across various NGO departments, coordinating with project managers for seamless execution.

### **Athena Group of Companies: Social Media Expert, Australia, Remote (2020-2022)**

*Mother of several companies, 3 different brands were under me: Bezense, Froothie, Guilt- Free*

- Execute influencer marketing and affiliate programs, engaging international bloggers for brand promotion.
- Manage daily client inquiries via Zendesk and Magento platforms.
- Create content and manage community engagement across social media channels.
- Cultivate enduring customer relationships while overseeing client satisfaction surveys and feedback reports.
- Collaborate with developers to suggest and implement new website features.

- Manage backend operations on Shopify, WordPress WooCommerce for order processing.
- Coordinate refund requests in alignment with audit requirements.

### **Digital Echoes: Marketing Executive, Lebanon (2020-2021)**

*Marketing Agency*

- Create and manage content for diverse clients, including Sania, Daizy Gedeon, enough.movie, Travelbook, Arak (KSA), Qubiee (UAE), Marina Market (Nigeria), and internal projects.
- Develop digital marketing campaigns for Daizy Gedeon's Cannes Award-Winning Movie, "ENOUGH! Lebanon's Darkest Hour."
- Assign tasks to team members (graphic designers, videographers, copywriters) and oversee project deadlines.
- Ensure timely project delivery meeting specified standards; make necessary adjustments.
- Gather and analyze client and user feedback to measure satisfaction and project success.
- Conduct extensive research on emerging trends and marketing news.
- Conduct monthly client interviews, introducing new strategies and approaches.

### **ACRES Holdings: Customer Assistant, Lebanon (2018-2021)**

*Management Company, LEMALL*

- Initiate and maintain positive client relationships while ensuring a welcoming reception.
- Act as a liaison between shops, restaurants, maintenance teams, and managers.
- Identify and prioritize client needs, offering tailored solutions.
- Manage incoming calls and provide prompt responses.
- Coordinate with the marketing department on all Le Mall activities.

### **SKILLS**

- Languages:
  - Arabic (Native Language)
  - English (Reading, Writing, Speaking)
  - French (Reading, Writing, Speaking)
- Proactive, determined, good communicator, team oriented, socially interactive
- Natural leader, flexible, management skills, highly organized with great attention to details
- Time management with the ability to handle and prioritize multitasks
- Strategic marketer & Relationship manager
- Relationship building & client needs assessment
- Project coordinator & communication specialist
- Deadline management, task delegation, effective communication skills
- Analytical thinker & team collaborator