

CONTACT

Beirut, Lebanon
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AT A GLANCE

I am a highly motivated marketer with a passion for digital marketing and media communications. I am seeking to join a leading company where I can contribute to its progress, growth, and success.

I leverage strong communication, leadership, time management, and creative problem solving skills that allow me to work efficiently towards better outcomes. I am also very attentive to detail and assure proper organization and planning to achieve efficient results and growth through innovative ideas and out-of-the-box solutions. I am proficient in several social media platforms and analytics tools. Moreover, I am a constant knowledge seeker and always hungry for continuing education.

EDUCATION

LEBANESE AMERICAN UNIVERSITY - with Honors

2016 - 2019 | BS in Business with an emphasis in Marketing

EXPERIENCE

2020 OMNI-SPORTS GAMES OF BEIRUT (OSGB) SOCIAL MEDIA SPECIALIST

- Curated digital content for social media platforms
- Monitored and managed social media platforms (Facebook, Instagram, LinkedIn) from community management to insight analysis and ad creation
- Assisted in other non-digital marketing activities

2020 BEAMBOT SAL - BEIRUT DIGITAL DISTRICT MARKETING SPECIALIST

- Evaluated and improved existing marketing strategy and business plan
- Conducted market research for upcoming products

JAMALOUKI MAGAZINE SOCIAL MEDIA INTERN

- ### 2020
- Planned marketing and social media strategies and implementation schedules
 - Created, curated, and managed all published content in English and Arabic on Instagram and Snapchat
 - Managed customer data through analyzed social media interactions

2018 BRIDGE OF MINDS MARKETING AND RESEARCH ASSISTANT

- Collaborated with local & international brands from several industries (Fashion, Art, Technology, Beauty, Hospitality, Health..) to plan & execute marketing campaigns that fit the identity of each brand
- Planned social media campaigns on weekly basis according to clients' needs and goals.
- Organized events & product launches that enhance brand experience
- Ran and monitored paid ad campaigns for our clients

CERTIFICATIONS AND TRAININGS

2020	FUNDAMENTALS OF DIGITAL MARKETING GOOGLE DIGITAL GARAGE
2020	YOUNG LEADERS PROGRAM SARADAR BANK
2019	STRESS MANAGEMENT SEMINAR BEIRUT WELLNESS WEEK
2019	MAHARAT MIN GOOGLE LIVE WORKSHOP GOOGLE
2018	HOW TO TAKE YOUR BUSINESS ONLINE LANA AL SAHELY

LANGUAGES

ARABIC

Mother Tongue

ENGLISH

Second language

FRENCH

Fluent

SPANISH

Beginner

COMPUTER SKILLS

WINDOWS SUITE

Proficient

MAC OS SUITE

Proficient

MICROSOFT OFFICE SUITE

Proficient

VIDEO EDITING

Advanced knowledge

ADOBE SUITE

Intermediate knowledge

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