

# GHEWA JABER

## Professional Summary

A creative and organized marketing executive with proven marketing skills and a desire to learn more. Recognized for the ability to generate leads and use digital marketing initiatives to increase conversions.

## Contact

### Address:

Beirut – Lebanon

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## Skills

- Fluent in Arabic, English and French
- Teamwork
- Time management
- Attention to detail
- Product and market research
- Growth Hacking
- Social media marketing
- Community management
- Search Engine Optimization
- Google Analytics

## Courses and Certifications

- Luxury Experience Marketing at EM Normandie Business School
- The fundamentals of Digital Marketing by Google Digital Garage
- Social media marketing: strategy and optimization
- Social media marketing foundations
- Online marketing foundations
- Content marketing foundations
- Google analytics essential training
- SEO foundations

## Education

**AMERICAN UNIVERSITY OF BEIRUT** / Beirut – Lebanon

AUG. 18 – AUG. 21

Bachelor degree in Business Administration – Marketing concentration

**LYCÉE ABDEL KADER** / Beirut – Lebanon

SEPT. 15 – JUN. 18

French Baccalaureate in General Sciences

## Work Experience

- **Marketing Executive** at Ecomz/ Beirut – Lebanon  
AUG. 21 – Present
  - Collaborating with graphic designers to create multimedia websites as well as developing marketing content for various social media channels
  - Designing and updating website content and enhancing SEO strategy
  - Overseeing all SEO activities for Ecommerce sites
  - Generating leads in three different markets (LEB, KSA, UAE)
- **Social Media & Growth Hacker Intern** at Ecomz/ Beirut – Lebanon  
May. 21 – AUG. 21
  - Worked on growth hacking techniques
  - Developed marketing content for various social media channels
  - Monitored online presence of company's brand and engaged with users
  - Generated leads in three different markets (LEB, KSA, UAE)
- **Marketing Analyst Intern** at Rise Holding Group/ Ontario – Canada  
May. 21 – AUG.21
  - Developed and implemented a social media strategy
  - Created social media content for daily postings
  - Planned affiliate marketing
- **Graphic design intern** at Dergham and Hamdar/ Beirut – Lebanon  
JUN. 18 – JUL. 18
  - Learned the graphic elements of design
  - Learned the basics of photoshop
  - Created logo designs

## Extracurricular Activities

- **AUB's Business Student Society (marketing team)**
- **AUB's UNICEF Club (arts & crafts team)**
- **AUB Outdoors (marketing team)**