



Sahar Gabriel

Regional Digital Media Officer

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📧 Sahar Gabriel

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📍 Lebanon, Ein Aalak

PROFILE

Hard-working, creative and detail-oriented marketing professional who turned a passion into a career. Helping companies to find their target audience and reach prospects. Ambitious and determined to always find innovative solutions and marketing strategies that drive business growth.

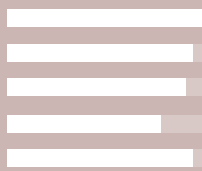
LANGUAGES

English
French
Arabic



SKILLS

Photoshop
Illustrator
Lightroom
Premiere
Microsoft Office



CERTIFICATIONS

- Specialization in branding, content marketing and storytelling
4 Courses
IE Business School - Spain
- Specialization in Digital Marketing
6 Courses
University of Illinois - Champaign

HOBBIES



EDUCATION



● Lebanese Univeristy Faculty of Information 2

2012-2015

Bachelor in Public relations and advertising

● Collège des Sœurs des Saints Cœurs, Beit Chabab

1997-2012

Terminale certificate SV 2012

EXPERIENCE



● Boecker – Regional Office

Regional Digital Media Officer

February 2020 – Till now

- Manage the company's social media accounts on Facebook, Instagram, Youtube and LinkedIn in the MENA region. Maintain a unified marketing strategy across all branches.
- Grow the company's social media presence.
- Create Digital strategies that generate results. Develop and implement retargeting campaigns. Analyze previous and ongoing campaigns for budget optimization. Find new smart solutions to generate more leads. Keep up to date with digital trends and new technologies. Prepare billing and marketing monthly reports.
- Review marketers' ideas in all operating countries and modify them when necessary to ensure posting correct centrally created content in accordance with brand guidelines and identity. Advise on the best channels to use depending on the service/product, the message and the target audience.
- Identify the personas and create highly engaging, creative and audience-focused social media content that speaks to them. Follow up on the design process and idea execution.

● GOYA Lebanon online store

Owner @Goyalebanon

January 2018 – Till now

Goya is my hobby. An online store for women selling bohemian accessories, decor and clothes. I always wanted to create this store. I consider it now as an achievement.

- Choose the suppliers, pick the items, manage shipments, manage stock, products entry on website, invoices & reports.

- Prepare products description, photoshoot, videos, marketing campaigns, contact bloggers, worked hard to have a community of free spirited women that I am proud of!

Website: www.Goya-store.com 📧 GoyaLebanon

● Kettaneh – Dora

January 2016 – February 2020

Marketing executive

April 2018 – February 2020

- Prepare the yearly marketing plan of 8 different brands including pharmaceutical, cosmetics and baby products.
- Create digital and non-digital strategies according to previous analysis and campaigns.
- Execution of the plan: branding, packaging, end year gifts, bundle offers for pharmacists, promotional items, contact suppliers, prepare corporate events.

Social media executive

January 2016 – March 2018

- Manage 8 different pages on Facebook and Instagram.
- Prepare monthly calendar and campaigns: concept, design and message creation.
- Distribute the yearly budget across pages. Prepare monthly reports and analyze results.

● Coddict business web solutions - Beit Chaar

Social media coordinator

August 2014 – March 2015

Prepare monthly Calendar, copywriting, scheduling and analyzing reports.