

Lynn Abdallah

lynnoabdallahh@gmail.com | +961-81961957 | Beirut-Lebanon

EDUCATION

American University of Beirut, Beirut, Lebanon

September 2018-June 2021

BBA in Business Administration, Double Concentration in General Management and Marketing

GPA: 90/100 - Dean's Honor List for all semesters at AUB- Beta Gamma Sigma Business Society Worldwide Member

Le Lycée National, Choueifat, Lebanon

September 2003-June 2018

Lebanese Baccalaureate in General Science

9th Rank in Mount Lebanon in official exams and 15th Rank over Lebanon

EXPERIENCE

Skin Perfection Me, Beirut, Lebanon

July 2022-Current

Senior Marketing Specialist

- Plan and execute monthly and seasonal online & offline marketing campaigns
- Plan & execute sales strategies & marketing strategies
- Plan and execute monthly Social Media Calendars while linking them to relevant campaigns to increase brand awareness and sales conversions
- Creating monthly reports to analyze the campaign's performance, costs, and outcomes in order to assess and optimize them in future campaigns
- Handling the direct relationship with brands we work with to create campaigns that align with both of our identities
- Creating, handling & coordinating the paid digital marketing campaigns for our platforms - FB, Instagram, and Google Ads
- Planning and implementing our SEO strategy by identifying strategies, and techniques to increase the number of visitors and ranking better on search engines
- Oversee influencer marketing strategies
- Handling Google services from Google Ads, Google Merchant Store, Google Business...
- Communications Marketing: Handling email and blog marketing
- Website optimization and fixing
- Content creation & Production: Planning & coordinating content production with videographer & designer

JAYPAY Agency | Beirut Digital District, Beirut, Lebanon

September 2021-June 2022

Growth Marketing Executive

- Developing creative and engaging social media strategies for all our clients with creating social media content to suit different channels
- Managing the day-to-day handling of all social media channels
- Developing, launching, and managing new competitions and campaigns that promote our clients' brands
- Undertaking audience research and analysing clients' competitor activity
- Managing social media communities by responding to social media posts and developing engaging discussions
- Monitoring, analysing, and reporting on the performance of the social media platforms we use for our clients
- Developing effective media buying strategies
- Negotiating ad space and time slots with various media outlets
- Participating in media planning to identify target audiences and craft effective campaigns
- Researching and evaluating the latest trends and techniques to find innovative ways of measuring our clients' social media activity
- Crafting landing pages and lead generation forms for our content to distribute through relevant paid programs.
- Recommending improvements to our clients' social platforms so as to increase performance
- Setting targets to increase brand awareness and increasing customer engagement
- Managing, motivating, and coaching JAYPAY's interns and junior staff when it comes to the power of social
- Managing budgets for social media activities and campaigns
- Enhancing website content and SEO performance with consistently carrying out QA
- Work cross-departmentally with communications team and designers to align campaign strategies and goals
- Creating, running, tweaking and analyzing campaigns that drive conversion rates through the roof

Maven-X Agency, Dubai

October 2021-Current

Social Media Marketing Freelancer

- Managing the day-to-day handling of all social media channels
- Overseeing, planning, and delivering content across different platforms using scheduling tools such as
- Hootsuite, Later.com, Meta Business...

Sam's Fine Jewelry, Texas, USA

December 2021-Current

Marketing Specialist Freelancer

- Developing and managing all aspects of the company's digital marketing campaigns.
- Developing strategies to drive online traffic to the company website/social media platforms
- Tracking conversion rates
- Raising brand awareness and online presence through digital marketing projects and campaigns
- Planning and executing digital marketing budgets

BreakWithLove.com, Beirut, Lebanon

February 2022- Current

Founder & Marketing Executive; Online Baking Business

- Ensure profitability by maintaining an accurate record of baking operations.
- Manage needed supplies and inventory levels.
- Decorate baked products to achieve a finished appearance.
- Assess the quality of raw materials before baking.
- Conduct research to develop original designs for products.
- Community management for all social media accounts
- Paid campaign management: create, develop, run, and track campaigns to optimize performance

Holdal Abou Aadal Group, Dekwenh, Lebanon

July 2020-August 2020

Brand Marketing Intern

- Performed data analysis studies and market analysis studies
- Performed brand development studies using marketing techniques
- Worked on developing brands on the online platform of the company
- Adjusted the company's brand information and prices on several online platforms (Feel 22, HiCart...)
- Worked in teams on SDG (Sustainable Development goals) projects

Online Clothing Store: Shop with Salyn on Instagram, Lebanon

July 2020-Current

Founder & Marketing Executive

- Ideate digital content for social media and create social media marketing campaigns
- Collaborate with co-founders to plan budgeting and pricing to ensure brand consistency
- Analyse data/insights to keep track of performance
- Communicate and sell products to clients, communicate with suppliers

Private Tutor for university, high school, and elementary students

September 2018-Current

Events & birthday planner at Clemenceau Zone, Beirut, Lebanon

July 2016- September 2016

EXTRACURRICULAR ACTIVITIES

AUB Outdoors Event, Beirut, Lebanon

May 2018-May 2018

Member of safety team

AUB Consulting Club & 180- Degree Consulting Club, Beirut, Lebanon

September 2018- Present

Active Member in both clubs

Upskills Club AUB, Beirut, Lebanon

September 2018- Present

Active Member

Mazboud Municipality, Mazboud, Lebanon

January 2016- Present

Volunteer: Concerts, Festival and Events organizer such as Mother's Day, Teacher's Day...

WORKSHOPS AND CERTIFICATIONS

- McKinsey & Company Forward Program Advanced Level Certification

June 2022

-Facebook| Coursera Social media Marketing Professional Certificate

September 2021

-Facebook Blueprint Certified Digital Marketing Associate Certification

September 2021

-Imad and Annelie Baalbaki Award in Marketing

June 2021

Attained highest academic average among Marketing Concentration BBA students

-10 Leadership Series and Communication Certificates

February 2020

-AUB consulting club case workshops

November 2019

-Upskills club Leadership and Public speaking workshops

April 2019

SUMMARY SKILLS

Languages: Fluent in Arabic and English

Computer skills: Windows and Mac OS, Microsoft office

Soft skills: Digital Marketing, Digital Content Creation, Brand Management, Social Media Management, Adobe Illustrator, Adobe Photoshop, Communication and Public Speaking, Negotiation, Project Management, Leadership, Problem Solving, Teambuilding, Fast Learner, Attentive to minor details