

ALIS MDAWAR

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Hardworking, eager to learn and passionate about creativity & marketing. A devoted learner who's ready to take on and learn all marketing aspects. I am seeking creative marketing opportunities in Lebanon that will take me one step closer to earning a successful marketing career.

EDUCATION

LEBANESE UNIVERSITY **2020 - 2022**
MASTER'S DEGREE, MARKETING

LEBANESE UNIVERSITY **2017 - 2020**
BACHELOR OF BUSINESS ADMINISTRATION - BBA, MARKETING

COLLEGE DES SŒURS DES SAINTS CŒURS – BIKFAYA **2004 - 2017**
BACCALAUREATE IN SOCIAL SCIENCE AND ECONOMICS (SE)

EXPERIENCE

MARKETING & SOCIAL MEDIA, AT SKASH **JUNE 2021 - PRESENT**

- Managed social media planning for execution of marketing strategies and community management
- Implemented marketing and promotion tactics that led to growth in social media shares and increase in website traffic from social media posts
- Art Direction - Overseeing external creative, such as photo edits, animation and illustration to ensure all output is on brand
- Designed visuals and landing pages that fit both the company's artistic sensibilities and goals
- Created content, including test posts, videos and images for use on social media
- Assisted the marketing team with developing and implementing social media strategies
- Maintained strong social media and brand presence across Facebook, Instagram, and Tiktok platforms
- Developed online marketing campaigns, effectively increasing followers and driving brand awareness
- Utilized social media analytics tools to track consumer engagement and draw conclusions about user data

HOSTESS, SELECT AGENCY **2018 - 2019**

- Welcome guests in a warm and friendly manner
- Seats guests and manage the seating chart
- Responds to guest inquiries and requests in a timely, friendly, and efficient manner

SKILLS

Time Management – Organization Skills – Creativity – Adaptability - Analytical Skills – Attention to Detail - Design - Microsoft Office – Adobe Photoshop, Illustrator, XD

LANGUAGES

- English (Business Knowledge)
- French (Business Knowledge)
- Arabic (Native)

LICENSES & CERTIFICATIONS

- Fundamentals of Digital Marketing - Google
- Content Marketing - HubSpot
- Social Media Marketing - HubSpot