

GABRIELLA ROSE SFEIR

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EDUCATION

Bachelor's Degree in Business Administration Marketing

Notre Dame University • 2018 - 2021

Bachelor's Degree in Financial Engineering

Notre Dame University • 2016 - 2018

EXPERIENCE

Tamer Group - Marketing & Digital Marketing Coordinator

Accounts: Audemars Piguet, Omega, Montblanc, Swatch, Lancel

September 2021 - Current

- Taking care of the e-commerce website and sales through Wordpress and Dolphin
- Developing campaigns for each brand whether within the boutiques or online
- Creating content for social media and increasing user interaction
- Visiting the boutiques to guarantee brand requirements are being met

Clement Arabia - Digital Marketing & Sales Strategies (Consultant)

June 2021 - August 2021

- Expanding the business on site, abroad in Dubai and digitally with the team.
- Social Media Marketing, Paid Social Media Advertising, Email Marketing, SEO & SEM

Aurangle - Startup Software Company, Marketing Associate (Part-time)

June 2020 - December 2020

- Liaising with international cliental
- Developing sales strategies to match customer requirements

Chateau Ksara - Marketing Associate, Sales and Cicerone

June 2018 - May 2021

- Creating and facilitating digital content for social media campaigns
- Liaising with vendors and suppliers on the field alongside the sales department
- Strategizing for future events locally and internationally
- Providing exceptional customer experience, diligent front desk operation and high-quality service for clients

EXTRA CURRICULAR ACTIVITIES AND CERTIFICATION

- McKinsey's Forward Program - 2022
- Certificate in Digital Marketing by the Consultant Partners and Mercy Corps - 2021
- NDU MUN, 2016 - 2021

Participated as an Academic Trainer, Organizer, Treasurer and as Head of Social Events & PR (at times 3 positions during one academic year)

- Member of the NDU Consulting Club, 2018 - 2020
- Founding Member of the NDU Entrepreneurship Club, 2019
- Event Organizer for 'POSITIVITY CAMPAIGN: A FIGHT AGAINST HUNGER' at NDU 2019

SKILLS

Microsoft Office, Google Analytics, Dolphin, Wordpress, Adobe Photoshop, InDesign, SPSS, SEO/SEM, Canva

LANGUAGES

Fluent in English and Arabic
Beginner in Spanish and French