

# Vanda El Dana

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Beirut, Lebanon

## Personal Profile

A determined Marketer looking for an opportunity to enhance my 1.6 years of experience and to have a solid background in marketing strategy and digital marketing. Throughout my career experience, I have held multiple positions of increasing importance in responsibility. Always determined to enhance my skills, expand my knowledge and experience in the field I am in, inspired by innovation and ready to make a mark in the dynamic world armed with strategy and passion.

## EDUCATION

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<b>Lebanese American University (LAU), Beirut, Lebanon</b>	<b>2018-2023</b>
BS in Business with an emphasis in Marketing	

<b>Beirut Baptist School, Beirut, Lebanon</b>	<b>2018</b>
Lebanese Baccalaureate, Economics and Sociology	

## WORK EXPERIENCE

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<b>Capital Banking Solutions, Beirut, Lebanon</b>	<b>March 2023 – August 2023</b>
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### *Marketing Intern*

- Analyzed market data to get insights and make informed decisions.
- Evaluated and optimized marketing strategies to ensure they corresponded with the company's objectives and KPIs.
- Managed and allocated budgets for marketing campaigns and activities, and developed and maintained partnerships with external vendors, agencies, and partners.
- Carried out day-to-day activities that lead to the completion of daily projects.
- Was responsible for providing support to the Marketing Department internationally from follow-up on PR, content, events, payments, etc. to conducting competitors' research.
- Updated the website daily using WordPress formulated SEO's.
- Managed to work on HubSpot for all social media content daily.
- Assisted the marketing team in executing various marketing initiatives and campaigns to promote Capital Banking Solutions products.
- Conducted market research to identify potential target audiences and market trends.
- Assisted in the creation of engaging content for digital platforms, including social media posts, blog articles, and email newsletters.
- Collaborated with team members to develop and implement marketing strategies.
- Assisted in monitoring and analyzing the performance of marketing campaigns using relevant metrics and tools.
- Supported the coordination of events and tradeshow, including logistics, booth setup, and promotional material preparation.
- Conducted competitor analysis to identify industry trends and benchmark against other companies.
- Assisted with maintaining the company's brand consistency across different marketing channels.
- Provided administrative support to the marketing team, including organizing files, scheduling meetings, and preparing reports.

<b>Tree-logic, Beirut, Lebanon</b>	<b>2020-2021</b>
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### *Marketing Internship*

- Demonstrated knowledge of products and services to customers and assisted them with their needs.

- Monitored leads provided through customer life cycle management and tactical campaigns, followed up on diarized leads, and proactively solved complaints and supported customers through direct and indirect actions.
- Met customers, closed deals, went on site visits.
- Responsible for developing and executing marketing strategies to promote Tree Logic's printing services.
- Collaborated with cross-functional teams to create compelling marketing materials, including brochures, digital content, and social media campaigns.
- Track and analyze marketing campaign performance using various metrics.
- Collaborated with sales team to generate leads and drive customer engagement.

## CERTIFICATION

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- E-Marketing Certificate Hub Spot Academy
- Inbound Marketing Certificate Hub Spot Academy
- Marketing Strategy, Certificate of participation from **Unilever**
- CITI Program Certificate: Social and Behavioral Responsible Conduct of Research

## PROJECTS

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- Presented to **Unilever** jury a well-defined marketing strategy and my brand was **Clear** shampoo and received a certificate and recognition. Conducted market research and then analyzed the surveys and based on that developed marketing strategies by presenting a long- and short-term plan of action on our target market and defined where to play & how to win marketing mix strategies followed with campaigns, events, Omni channels, O+O implementation throughout a year.
- Presented a strategic management planning for **LEGO**.
- Created digital marketing strategies for **ZOMATO** application in a course project (E- Marketing)
- Created advertisements and ideas for **Jellybean Factory** in a course project (integrated marketing)
- Rebranded **Sanita Handy** and in a course project (consumer behavior)
- Created a Brand Management study for **Elie Saab**.

## CORE COMPETINCIES AND SKILLS

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### Marketing Skills:

- Lead Generation and Account Management
- Marketing Research and Strategy
- Digital Communication (Offline & Online SEO)
- Campaign Performance Tracking and Analysis
- Content Creation on Digital Platforms
- Up to date on new industry Trends to identify new content opportunities.
- Market Research and Analysis
- Management and Interpersonal Skills
- All social Media Platforms

### Computer Skills:

- Confident in using all Microsoft office Applications (Excel , PowerPoint , Word , Outlook, OneDrive ..)
- Canva
- Google Analytics, HubSpot, WordPress,
- Meta Business (Facebook, Instagram)

**Languages:** Fluent in English & Arabic. Proficient in French