

# JANA TAFRAN

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## Summary

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A third year student in Marketing, with a BA in Business with emphasis on Accounting and Auditing. Carried a senior project on the research of a company's administrative and financial analysis. Took several certificates in marketing and accounting. Highly organized and passionate towards learning the latest updates in the Digital Marketing field. Have good analytical skills due to analyzing financial statements for companies. Highly engaged on social media and content creation following the latest trends.

## Education

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**BS in Accounting and Auditing** 2018-2021  
Lebanese University, Faculty of Economic Sciences and Business Administration

**Marketing (Undergraduate)** Expected graduation 2022  
Lebanese University, Faculty of Economic Sciences and Business Administration

- Enrolled in the Principles of Marketing course, Sales Management course, Consumer Behavior course, Public relations course, Human Resources course and more
- Gained knowledge about the successful salesperson, consumer's actions, marketing tools and strategies
- Analyzing and evaluating the marketing strategy of "Al Taghziah" company, its organizational chart, and its digital marketing strategy as my senior project, to be submitted in September

## Senior Project

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**Administrative, Financial, and Marketing Analysis of Company "Data Ink".** I performed a case study about the company Data Ink, highlighting the strengths and weaknesses from the administrative, marketing, financial and accounting sides. After analyzing all the data, weaknesses in the organizational chart and the marketing strategy were found. I recommended separating the marketing from the sales department and hiring more employees to enhance the marketing strategy leading to better social media presence

## Work Experience

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**Digital Marketing for a Retail Clothing Store (Volunteer)** Feb 2022-present  
**Kadi.Line, Mar Elias, Beirut, Lebanon**

- Handling and improving the Instagram page by being active and allowing the customers to engage more through stories and polls
- Posting Instagram stories and posts at least twice per day with specific timings and dates according to the Instagram's data of the engagement of the consumers
- Creating content by using marketing material tools such as Canva and PhotoRoom

- Creating content on Tiktok that is reaching up to 650,000 views other than advertising for the clothes such as tips for styling that is allowing the consumers to engage more
- Replying to customers' direct messages on Instagram and WhatsApp in a timely manner to keep up on track with them
- Interpreting the data analytics of the boosted posts through Instagram ads that is allowing to check whether the marketing campaign was successful
- Increasing sales to at least 7 online purchases per day and more than 8 purchases in store, and following up the deliveries and the customer's feedback
- Researching the market for prices, product information, competitors, and new trends to keep ahead in the business

**Entertainment Leader for Kids Events**  
**Playtwon, Rawshe, Beirut, Lebanon**

2015-2019

- Communicated and planned for the entertainment of the events and birthdays for at least 1 birthday per day
- Participated in the entertainment of Beirut Marathon on the stage where more than 5,000 people attended the event
- Trained and monitored more than 10 new entertainers for birthdays and events
- Organized and participated in more than 3 Halloween, Christmas, and Easter events
- Participated in summer camps and was responsible for an entire class of more than 20 students

**Skills**

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- Excellent in MS office word, good at Excel
- Excellent English& Arabic: written and verbal communication. Fair French: written and verbal
- Excellent communicator, Great data collector, Persuasive, Team player, Trustworthy, hardworking, organized, target oriented, responsible, time flexibility, and quick learner
- Good at EDM and Silicon accounting software systems
- Knowledge in using Shopify to list the products and their details as well as edit templates

**Certificates**

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**Career Growth Learning**  
**Nawaya Network**

March 2022

Completed 55 hours of consistent training on writing formal and professional emails, improving communication skills, networking, writing resume and other more topics all aiming to enhance our skills

**Social Media Marketing Workshop Hub organization**

Feb 2022

A 4-hour workshop discussing about SEO, content creation, data analytics of Instagram and Facebook ads, content marketing, google ads, and analyzed an Instagram page and did its SWOT analysis

**Boost Your Sales Skills Workshop Hub organization**

Feb 2022