

CHANTAL EL JURDI

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PROFILE: Self-motivated Content Writer & Marketing Professional with a broad experience in a multitude of fields. Proven experience in helping businesses achieve their goals by creating & implementing the right Marketing Strategies, then carefully crafting adequate content tailored to their target audience that will increase their sales & their revenues. Strong expertise in identifying the pain points of the buyer persona then crafting content that stands out from the competition with an objective to sell, convert potential buyers, & retain customers.

CORE SKILLS:

- Verbal & Written Communication / Time Management / Research
- Marketing / Social Media Management / SEO
- Teamwork / Leadership / Problem-solving

PROFESSIONAL EXPERIENCE & ACHIEVEMENTS:

MARKETING DIRECTOR & CONTENT WRITER:

Mindsome - online therapy app, Lebanon:

(Jan 2022 – Present)

- Revamped their social media accounts on Instagram, Facebook, & LinkedIn, & increased their engagement by 80%.
- Doubled their number of followers on Instagram in 3 months (from 2000 to 5000 – an average of 1000 organic followers increase per month)
- Increased their package sales by 44% in 4 months.
- Allowed them to enter new markets such as Dubai & Saudi Arabia by studying & implementing marketing strategies with an ROI of 20% on our ad campaigns.
- Analyzed their current app & website & currently working revamping them by creating new content for both the new app and the new website that will be launched in December 2022. The new content is based on creating an optimal buyer journey & a friendly user-experience to increase sales, retain customers, & explore new leads.
- Redefined their mission, vision, goals, & marketing plan to fit in with their goals & their business targets.
- Successfully created & implement B2B strategies with a 20% ROI increase.
- Defined their target market, buyer personas, empathy map, customers' journey, competitors' analysis, SWOT, competitive advantages, & their Unique Selling Proposition (USP).

MARKETING MANAGER

SmartBarrel - one of the top 10 tech startups in Miami, US: (Remote)

(April 2021 – December 2021)

- Revamped their website and increased the website traffic by 20% in 5 months & increased the visit span from 0.2 seconds to a 1.50 min.
- Defined the brand's voice and created guidelines on how to address their target audience by studying the Target market, buyer personas, empathy map, customers' journey, competitors' analysis, SWOT, competitive advantages, and the Unique Selling Proposition (USP).
- Wrote several articles, blogs, and Press Releases.

CONTENT WRITER

Boost up Executive Coaching with Gayle, Luxembourg: (Remote)

(November 2021 - Present)

- Writing 4 blog posts per month & social media posts on self-improvement in English & in French using SEO techniques & keywords research, while analyzing the topic trends of the target audience.

SHORT-TERM PROJECTS & FREELANCE WRITING:

- Freelance Copywriter for CodeBrave & CodeBrave Tutors - a UK-certified Lebanese NGO that helps kids from underprivileged backgrounds learn how to code, *Beirut, Lebanon*.
- Freelance Writer for Beirut Living - a leading real estate company in *Beirut, Lebanon*.
- Freelance Writer for Melon Design Studios, a design creative agency based in *Lebanon and Dubai*.

- Content Marketing Creator for @Tsunamiabidjan Instagram - a worldwide restaurants' chain, *Abidjan*
- Personal Blog on Self-Improvement: www.medium.com/chantaljurdi
- Published Articles in Elephant Journal on the 4th, the 27th of October, and the 28th of November 2021.
- Published articles in Her True Nature Magazine, "Fear of success", "Why our Friendships {...}"
- Published Article "*Malgré tout, Malgré ce funeste 4 Août*" in "L'Orient-le-Jour", the leading French newspaper in Lebanon, on the 28th of August 2020.
- Copywriting for the websites and portfolios of several companies of architecture and real estate.
- Writing press releases for the handbags' brand "saQué" that were published on various local and international websites: "Beiruting", "The Handbag Awards" and "A Design Awards".

ARCHITECT & PROJECT MANAGER:

FJCONSULTANTS s.a.l – Lebanon & Qatar

(2005 – 2018)

- Projects' conceptualizations, presentations, projects' designs, designs' development, execution drawings, tenders, B.O.Q, reports, & specs for over 40 projects for public & private sectors.
- Site Manager and Supervisor, Office manager and coordinator between the administration and the atelier of architecture.

EXTRA TRAINING:

- ❖ "HOW TO WRITE YOUR FIRST NOVEL" online course from **Michigan State University** (2022)
- ❖ "THE STRATEGY OF CONTENT MARKETING" online course from **UC DAVIS** (2021)
- ❖ "ENGLISH FOR JOURNALISM" online course from the **University of Pennsylvania** (2020)
- ❖ "The Instagram Master Class" with an online coach (2017- 2018)
- ❖ "Improving your Selling Skills Workshop"- Mix Management- Beirut (2013)

EDUCATION

- ❖ **ESCP EUROPE - ECOLE SUPÉRIEURE DES AFFAIRES (ESA)** (September 2010 - June 2012)
 Double Diplomas: Beirut- Lebanon
 DESM : Diploma « Etudes Supérieures » in Management from ESCP Europe.
 MBA Management from ESA.
- ❖ **UNIVERSITY OF NOTRE DAME UNIVERSITY- Louaize (NDU)** (2003 - 2008)
 Bachelor of Architecture Zouk Mosbeh- Lebanon

ADDITIONAL INFORMATION:

- Winner of the Bronze Medal in the "A' Design Awards" competition in Milan for the "Fashion and Travel accessories Category" for "saQué" – a successful luxurious handbags brand I cofounded with 50% ROI in one year.
- Top 5 finalists in "The Independent Handbag Designers Award" competition in New York for "saQué".
- Participated in 6 Fashion & Designers' Exhibitions for "saQué" across Lebanon in 2015.
- Held 2 private successful events for the launching of "saQué's" private collections in April 2015 & November 2015.
- Participated in the "Evolvo International Architecture Competition" & "International Architecture Awards" (IAA).

COMPETENCES

- Fluent in Arabic, French, and English
- SEO/ Keywords Search / Google Analytics/ Wix / Wordpress
- Microsoft Project / Microsoft Office/ Adobe Photoshop / AutoCAD / Canva

REFERENCES are available upon request.