

JANA OSSEILI

Beirut, Lebanon

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Skills Summary and Career Goals

Sharp and ambitious with established multitasking and cooperative skills developed through different volunteer engagements and work associations. Moreover, I am seeking a career in Marketing. Highly confident in working along side determined team mates with diverse cultures and backgrounds. I am pursuing a position where I will not only be able to benefit a company with my skills, knowledge and hard work, but also plan to challenge myself while encountering new experiences.

Education

. The International School of Choueifat- Choueifat (SABIS/ISC)

Lebanese Baccalaureate, Sociology and Economics. Year 2017-2018

. Lebanese American University (LAU)

B.S. in Business Marketing. Year 2018-2021

Tamer Freres - Luxury Division, Beirut, Lebanon – January 2023 - Present

Marketing Executive

- . Strategy development and planning of campaigns that can promote the business and generate genuine traffic (both offline and online).

- . Implementation of the marketing campaigns right from ideation to final analysis and refinement

- . Tracking sales data, maintaining promotional materials inventory, planning meetings and trade shows, maintaining databases, and preparing reports.
- . Creating engaging and informative content for the website, blog, social media, and any other content marketing channels that the business might leverage
- . Staying informed about the market, industry trends, and the competitive landscape.
- . Updating databases and using a customer relationship management (CRM) system
- . Monitoring budgets in parallel with the events, activations, and advertising.
- . Maintaining the website and tracking data analytics.
- . Working closely on Marketing plans and strategies for the following brands: Audemars Piguet, Montblanc, Omega, Lancel, Swatch, and Flikflak.
- . Managing production and performance of multimedia content.
- . Following up on the tasks of the digital marketers and graphic designer.

Integrated Market Place, Beirut, Lebanon – August 2021 -December 2022

Marketing Coordinator – Toters Fresh

Regional Marketing Coordinator – Toters Fresh

Marketing & Content Manager – Toters Fresh

- . Marketing products by developing and implementing marketing and advertising campaigns.
- . Tracking sales data, maintaining promotional materials inventory, planning meetings and trade shows, maintaining databases, and preparing reports.
- . Raising the kind of awareness that can drive sales for a company, service, or product.
- . Staying informed about the market, industry trends, and the competitive landscape.
- . Day to day tasks: drafting reports, creating & coordinating content, tracking results, building relationships with sales teams, and supporting all marketing strategies.
- . Acting as the intermediary between creative and account teams.
- . Upload and update products of Toters Fresh on the app.
- . Edit item names, prices, and categories.
- . Ensure items are placed under correct categories and subcategories.
- . Following up on the tasks of the content specialist.

Jeunesse Global, March 2021 - July 2021

- . Training in sales and marketing
- . Recruiting
- . Entrepreneurship

The Aer care, Vienna, Austria. January 2021 - March 2021

Sales and Marketing Internship

- . Generate and manage new leads and partnerships in the B2B space
- . High focus on brand growth and product awareness
- . Provide the best guidance and service possible for already existing partners
- . Achieving targets and KPI's as set by company's Management

Via Roma Trading Co, Beirut, Lebanon, July 2019- August 2021

Marketing and Sales specialist

- . Developing interpersonal communication skills through the execution of deals with wholesalers present locally and abroad
- . Enhancing planning expertise through the development of marketing strategies for the local market
- . Attaining Digital Marketing skills through extensive development of advertising campaigns

Additional Information

- . *Languages:* English (Fluent), Arabic (Native), French (Intermediate)
- . *Computer Literacy:* Microsoft Office (Word, Excel, Power Point), Asana, Google

Certifications:

- . Inbound Marketing Certified, Hubspot Academy. Issued April 2020. Expires May 2022.
- . Training completion certificate for the Maharat Min Google Fundamentals of Digital Marketing course in partnership with Lebanese American University. Issued March 2020.
- . IRB Exempt Research Cerificiate from CITI Program. Issued October 18 2020. Expires October 2023.