

Janine Zoghaib

Catalyst, storyteller, empathizer, philomath, problem solver.

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EXPERIENCE

Digital Revamp, Virginia, USA — Operations Lead & Project Manager

OCTOBER 2020 - February 2023

Operations Lead – Assemble & build HR & Traffic full fledged department processes and systems. Improved team building in a remote environment.

Project Management – Client facing, strategy building, campaign implementation and management.

Touch of Art Services, Lebanon — Online Editor & Community management.

Autumn 2014

Handled accounts' scheduling, editing, engagement and reports. Devised Annual Social Media strategy for clients.

ALLC, Beirut, Lebanon — ESL Teacher

March 2013 - February 2014

Corporate private classes tailor fitted for the job & everyday life – also continue to teach independently.

Tracksparco, Beirut, Lebanon — Editor & Web Project Coordinator.

March 2009 - September 2018

Editor & development coordinator for the company website. Created outline for web pages, edited content and coordinated with development company for implementation.

ADMIC s.a.l., Beirut, Lebanon — Senior Marketing Coordinator.

November 2005 - November 2006

Led full fledged operation for three international brands Geant, BHV and Monoprix with a team, and coordination with procurement department, advertising agency, photographers, recording agencies, print house, etc.

Generate and implemented annual marketing plan & reports.

Reduced company marketing expenses by devising an in-house distribution plan for national distribution of promotional flyers.

SKILLS

Communication skills & adaptation to diverse cultures.

Team player & fond of collaboration and brainstorming.

Ability to coach peers & reinforce positivity.

Business Writing.

Advanced: Microsoft Office, Google Workspace, English keyboarding, SEMrush, Asana, Slack.

Intermediate & Beginner:

Photoshop, Facebook Ads, Google Analytics, Google Ads, Hootsuite.

CERTIFICATIONS

Google Analytics Practical Course. Intoact, 2021.

Facebook & Instagram Training Class. Intoact, 2019.

TOEFL training 40 hrs. 2011 and

TOEFL testing 15 hrs. 2013.

PADI Open Water Advanced certification. 2003.

English Keyboarding & typesetting. AZ Business & Language Institute - 90 hrs. 1990.

LANGUAGES

English, French, Arabic.

The Daily Star | The Herald Tribune, Beirut, Lebanon — Special publications Executive & Asst. Marketing Manager.

May 2002 - October 2005

Synchronized The Herald Tribune daily circulation plan in the GCC, implemented all marketing & sponsorship agreements in coordination with circulation, subscription and advertising departments and wrote press releases.

Produced special publications in collaboration of local embassies and in coordination with advertising agency and the creative team.

Freelance TV production Asst. Producer and Asst. Director.

1999 - 2003 - U.S.A and Lebanon.

Analyzed project budgets, prepared quotations, break-down storyboards and scripts, and assisted on-site live shooting.

Freelance Event Organizer & Host.

1994 - 1998.

Worked with multiple agencies organizing a broad spectrum of events like car exhibitions, new brand launching, seminar workshops and weddings.

EDUCATION

Lebanese German University, Lebanon — M.B.A. Marketing and Social Media (Completed Academics and Internship).

February 2018 - September 2020

Notre Dame University, Lebanon — *B.A. in Mass Communication with emphasis on TV & Radio Production.*

Spring 1994 - Spring 1999.

HOBBIES

Hiking, Ex-Cub Scouts Chief
(SDL) and TV series &
Advertising junkie.