

Sarah-Maria Bou Dib

Beit el Chaar, Awkar, Street C, 1700. Metn, Lebanon | 00961-76156319

sarahmaria.boudib@gmail.com | Birth: April 26, 2001 | Nationality: Lebanese

LinkedIn: [linkedin.com/in/sarah-maria-boudib-997abb1b1](https://www.linkedin.com/in/sarah-maria-boudib-997abb1b1)

PROFESSIONAL SUMMARY

Talented and creative thinker with 2+ years of marketing, advertising and office experience. Eager to demonstrate skills in communication, marketing strategies, designing and launching effective digital strategies and work with people from very diverse background.

WORK EXPERIENCE

Marketing Assistant

Feb 2023 - Present

Cedars Tech, Remotely

- Liaising with customers and external agencies.
 - Undertaking daily administrative tasks to ensure the functionality and coordination of the department's activities.
 - Maintaining a marketing database.
 - Preparing, formatting and editing a range of documents.
 - Analyzing questionnaires and other forms of feedback.
 - Understanding the company's product and brand.
-

Social Media Specialist

Dec 2022 - Present

Freelance

- Building and executing social media strategy through competitive and audience research.
 - Generate, edit, publish and share daily content for various platforms.
 - Preparing monthly reports on social media marketing efforts.
 - Measure the success of social media campaigns using KPIs.
 - Monitor client engagement and interact with clients on social media posts.
 - Ensure current social media strategy aligns with company goals and values.
-

Marketing & Communication Intern

Aug 2022 - Jan 2023

AROPE Insurance S.A.L, Zalka, Lebanon

- Coordinate and participate in promotional plans to market the company's services.
- Analyze competitors advantages and monitor market trends.
- Develop incentive plans for the sales departments at AROPE and BLOM for reaching higher expected sales goals.
- Engage with customer through social media campaigns by implementing media objectives.
- Conducted multiple testing on social media channels, and reported missing important variables for a better customer experience.
- Assisted in the company's rebranding and implementing new marketing strategies.
- Worked with creative agencies to ensure completion of marketing campaigns and promotional materials.
- Track marketing campaigns, events, e-marketing and subscriber lists, and other necessary information in CRM systems.

Marketing Executive Intern

Jun 2021 - Sep 2021

Impact BBDO, Clémenceau, Lebanon

- Created email workflows for existing accounts.
- Developed marketing initiatives, social media strategies and out-of-home campaigns for an e-commerce specialized in sports.
- Conducted primary marketing research with users enjoying outgoing activities.
- Assisted in the creation of press releases, new blog posts and events creations.
- Connected clients with relevant department with well established media, creative, design and strategic briefs.
- Answered clients requests and queries while resolving issues in a time frame well precise.
- Researched and identified clients business activities to customize advertising campaigns.
- Prepared strategic planning schedules.

Sales Executive Intern

Jun 2020 - Sep 2020

Medibrex, Zalka, Lebanon

- Reported to the supervisors on contracts, sales objectives, activities, review and analysis of potential clients.
- Worked efficiently with the CRM team and developing sales plans and exceed established quota.
- Organized a small training session whitening the CRM team on social media strategies, increase brand awareness and build a strong relationship with the customers.
- Assisted and offered curious clients advices in selecting the right product with additional accessories and encouraging them to schedule a meeting to enclose deals.
- Presented up-to-date information about the company's services and products to dentists and dental care facilities.
- Tele-marketed existing and new products to local dentists and setting up meetings with them .
- Coordinated with customers to assess their needs.

CERTIFICATES & WORKSHOPS

Social Entrepreneurship Certification

2023

Learned to develop a business strategy and legal support while building a communication and creating a marketing plan, as well as strategic and financial decisions; to ultimately pitching in front of investors.

TOEIC Certification

2022

Scoring 900/990 on the test and being awarded among the top in understanding Business English, as well as writing it.

EDUCATIONAL BACKGROUND

Bachelor's Degree in Marketing & Advertising

Sep 2019 - Jun 2022

Saint Joseph University of Beirut (USJ), Lebanon

Lebanese & French Baccalaureate

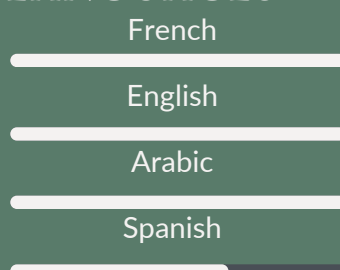
Sep 2004 - Jun 2019

Collège Mariste Champville, Lebanon

HOBBIES

- Scout member
- Team sports
- Drawing & Reading
- Travelling

LANGUAGES



SKILLS

- Microsoft Office software
- Adobe software
- Leadership experience
- Communication skills
- Decision making
- Teamwork skills
- Strong attention to details