



Yara Jaber

+961 81720285 | yara99_jaber@hotmail.com | Beirut, Lebanon

Junior Business Management candidate, with a highly competent understanding of Management, Marketing and Advertising. Looking forward to make a significant contribution to the marketing department of any company or digital marketing agency that offers genuine opportunities.

ACADEMIC QUALIFICATIONS

❖ Master's Degree in **Project Management** November 2020 - Present
ISSAE-CNAM, Lebanon

❖ Bachelor Degree in **Business Administration** September 2017 - Jun 2020
Antonine University, Lebanon

Related modules: Marketing, Accounting, Micro and Macro Economics, Financial Analysis, Sales Management and Entrepreneurship.

Skills Developed:

- Conducted a research on the entrepreneurial and small business management project that we did threw the 4th semester about creating our own virtual company from the start-up.
- Advertising project for CCCL 'motivate the audience to donate money' and the video was chosen by CCCL and certified.

❖ **Lebanese baccalaureate, Emphasis on Economy/Sociology** September 2014 - June 2017
Mme AOUN College, Beirut, Lebanon

PROFESSIONAL WORK EXPERIENCE

Fransabank – Account Management June - July 2019

- Learning about banking processes such as transfers or deposits, recording customer interactions with service representatives and verifying if invoices have been paid
- Opening bank accounts for new and existing customers
- Providing financial advice on matters relating to lending and investing
- Processing International transactions and account registration
- Collecting and gathering of information from both new and existing clients
- Resolving clients' issues and perform administrative tasks such as documenting their information, and other related duties

ISSAE-CNAM – Administrative Assistant October 2020 - March 2021

- Managing all administrative documents, organizing students files, from drafting and producing to review and archiving
- keeping a clean database and make sure it is easily searchable by the school management
- Ensuring that all academic, financial and administrative issues are responded to promptly and effectively by providing guidance, advice and support to students
- Managing communications and monitoring attendance
- Assist in the resolution of any outstanding queries or concerns and resolve these
- Follow up on all complaints received from students, attending to the concerns and questions of students in regard to enrollment, advising, or any other issue that may come up

Media Solution Qatar – Social Media Specialist and Account Manager September 2021- July 2022

- Handling all social media platforms for clients and establishing and maintaining a strong social media presence

- Implementing social media strategies for each channel and driving brand recognition across the wider network of social media platforms
- Developing campaigns and managing business activities within the company's account
- Creating, editing and publishing engaging content while ensuring that all the messages are appropriate, eye-catching and reaching out to the target audience
- Dealing with customer complaints and taking responsibility day-to-day operations of customer relationships and technical support activities
- Coordinating and following up with all the tasks that are assigned to a graphic designer and web developer, assisting in the creation of videos by distributing them to the video editors and making suggestions to improve the quality of their work

Giblox Marketplace – Digital Marketing Specialist and Account Manager

July 2022 - February 2023

- Identifying the marketing campaigns that should be run, generating, analyzing and reporting the data collected from the marketing campaigns
- Building brand awareness and increasing customer engagement by partnering with well-known influencers that are trusted by customers
- Creating a social media calendar that organizes the content into a consistent schedule based on the most effective days and times
- Looking at the competitive landscape of the market and analyzing their sales tactics to determine their strengths and weaknesses
- Generating an attractive, engaging push notification that keeps users in the loop on the latest features, special offers and more
- Keeping up with trends, and working with other teams to align digital marketing goals with the overall company mission.
- Designing and launching visual concepts for promotional purposes to further strengthen the image of the company

ADDITIONAL SKILLS

- **Computer Programs:** word and excel, and other slides making programs.
- **Language Skills:** English (Fluent), French (Certified DELF B2), Arabic (Native).
- **Communication skills:** listening, dealing with aggression, negotiation skills
- **Multitasking**

REFERENCES

Available upon request.