

JOVANY ELABEH

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EDUCATION

<b>Lebanese University</b> Bachelor’s degree in Business Marketing.	Tripoli, Lebanon Expected graduation: July 2025
<b>Lebanese University</b> Bachelor’s degree in Business Management.	Tripoli, Lebanon Expected graduation: July 2026

EXPERIENCE

<b>Pawfect</b> <b>Digital Marketer</b>	Rahbeh, Lebanon July 2022 – Present
<ul style="list-style-type: none"><li>Managing the creation and execution of social media content across leading social media platforms, handling everything from initial concept to final edit, to effectively showcase products and provide valuable pet care advice, boosting audience engagement and brand recognition.</li><li>Developing and implementing digital marketing campaigns across various social media channels to drive sales and facilitate growth.</li><li>Engaging with customers across various channels, delivering exceptional customer service and assistance. Handling inquiries, resolving concerns, and guiding customers throughout the sales process to ensure a seamless purchasing experience, while also contributing to sales growth by effectively conveying product features, benefits, and promotions.</li><li>Collaborated with pet influencers to boost brand awareness and promote Pawfect's signature lines of pet beds.</li></ul>	
<b>Co-Founder</b>	May 2021 – Present
<ul style="list-style-type: none"><li>Co-founded Pawfect, a specialized pet store offering a curated selection of premium pet supplies, accessories, food, and our signature line of pet beds.</li><li>Leading the selection and procurement of inventory, ensuring a diverse range of high-quality products to meet the needs and preferences of our customers.</li><li>Establishing relationships with local and regional suppliers to source unique and exclusive pet supplies, fostering a competitive edge in the market.</li><li>Cultivating strong relationships with customers, providing personalized recommendations and fostering a sense of community among pet owners.</li><li>Continuously evaluating business performance and customer feedback to identify areas for improvement and innovation, driving sustainable growth and profitability.</li></ul>	
<b>School of Cocreators</b> <b>Digital Marketing Apprenticeship</b>	Tripoli, Lebanon Feb 2024 – May 2024
<ul style="list-style-type: none"><li>Communicated with up to 6 clients to understand their business goals, target audiences, and unique value propositions.</li><li>Collaborated with a team of up to 16 members to create comprehensive digital strategies, including defining brand archetypes, tones of voice, and customer personas.</li><li>Worked closely with industry professionals and mentors to develop and execute digital marketing campaigns tailored to the needs of each business.</li></ul>	

- Planned and organized content calendars, ensuring consistent posting schedules and diverse content types.
- Generated and executed innovative and engaging ideas for social media content that align with clients' brand identities and marketing objectives.
- Monitored and analyzed social media performance metrics to measure effectiveness and adjust strategies as needed.
- Participated in workshops and seminars to enhance marketing knowledge and skills.

#### **AutoSouk**

Zgharta, Lebanon

#### **Content Creation Internship**

Sep 2023 – Dec 2023

- Designed graphics, edited videos, and crafted engaging content for social media campaigns using tools like Canva and CapCut to promote AutoSouk's launch and attract new suppliers and customers.
- Crafted visually captivating website banners, ensuring alignment with brand identity and messaging while enhancing user engagement and navigation.
- Developed and produced YouTube guide videos aimed at new suppliers, simplifying the onboarding process and providing step-by-step instructions on how to list products on AutoSouk.
- Received a full-time job offer upon completion of the internship due to outstanding performance.

#### **The 961**

Jal EL Dib, Lebanon

#### **Content Creation – Social Media Management Internship**

June 2023 – Aug 2023

- Collaborated with the editorial team to ensure content accuracy and relevance to current news trends.
- Participated in brainstorming sessions to develop innovative content ideas and marketing strategies.
- Created engaging and high-quality multimedia content, including simple posts, reels, and stories, to drive audience engagement and traffic to the website.
- Scheduled and published content using social media management tool such as Buffer.

### **SKILLS**

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**Soft Skills:** Communication Skills, Team Collaboration, Leadership, Adaptability, Problem-Solving, Creativity, Time Management, Customer Service, Entrepreneurial Mindset, Openness to Learning, Interpersonal Skills, Flexibility, Attention to Detail, Initiative, Resilience.

**Hard Skills:** Content Creation, Social Media Management, Graphic Design (Canva), Video Editing (CapCut), Data Analysis (Social Media Metrics), Paid Advertising (Facebook Ads).

**Languages:** Arabic (Native), English (Proficient), French (Intermediate).

