

JANA SALAMEH

Marketer



Contact

- 96170240070
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- Aley, Lebanon



Education

- 2023
BUSINESS| MASTER IN BUSINESS AND MANAGEMENT
Saint Joseph University of Beirut
- 2018-2022
MARKETING | BACHELOR IN BUSINESS ADMINISTRATION, CONCENTRATION IN MARKETING
University of Balamand, Faculty of Business and Management
- 2018
LEBANESE BACCALAUREATE | LIFE SCIENCE
Education and Teaching Secondary School



Skills

- Strategic Communication
- Social Media
- Critical Thinking
- Communication Skills
- Canva Skills



Volunteering

LEBANESE RED CROSS - YOUTH SECTOR



Languages

- English
- Arabic



Profile

A results-driven, proactive marketing graduate with experience in social media marketing and currently pursuing a master's degree. Eager to leverage my robust interpersonal communication skills and creativity to achieve business objectives and bolster my skill set. Seeking a dynamic, fast-paced media environment to harness my exceptional written skills and gain invaluable experience.



Work Experience

November 2022-Present
Salameh Group, Aley, Lebanon
SOCIAL MEDIA SPECIALIST

- Spearheaded an Instagram giveaway campaign that amplified reach to 50k audience members, resulting in 1.4k authentic followers.
- Published a diverse range of 40 posts and 30 stories, elevating page reach by an impressive 70%.
- Strategically placed ads on every post, skillfully maximizing visibility and driving engagement for targeted audiences.

September 2022-October 2022
Mission235, Beirut, Lebanon

JUNIOR DIGITAL MARKETING EXECUTIVE- PART TIME

- Created and managed a dynamic social media campaign, for a first time event that was going to be held in Lebanon sharing event updates, behind-the-scenes content, and enticing teasers to generate buzz and encourage attendance.
- Designed and produced graphics and visuals with a pleasing aesthetic for social media posts.
- Developing content marketing strategies, including creating and distributing valuable content.

July 2022-September 2022
Mission235, Beirut, Lebanon

MARKETING INTERNSHIP

- Produced and copyrighted 30 diverse articles on marketing and retail topics for dissemination on the company's social media platforms.
- Conceptualized and implemented a successful social media strategy and plan.
- Generated Mission235 and its affiliated sister company's social media calendars for optimal content distribution and engagement.



References

Are available upon request