

Joanna Merhaby

Strategic Account Manager

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📍 Beirut, Lebanon

🌐 Joanna Merhaby

Profile

Career driven, always looking for opportunities to enhance her career. Strategic Account Manager with a Master's Degree in Business Administration and over five years of experience in account management, digital marketing, and sales. Proficient in tools like Meta Business Suite and SEMrush, with a focus on driving measurable business growth. Skilled in customer relationship management and crafting impactful marketing strategies to achieve exceptional results.

Education

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| 2019 – 2021 Tripoli, Liban | Masters Degree In Business Administration <i>Arab Open University</i> |
| 2015 – 2018 Tripoli, Liban | Bachelors Degree in Business Computer <i>Universite Libano-Francaise</i> |

Professional Experience

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| 2024 – 2024/12 Tripoli, Lebanon | Social Media Manager / Content Creator (Full Time) <i>Creative Smart Solution</i> <ul style="list-style-type: none">Developed and implemented social media strategies to enhance brand presence and engagement across platforms (Facebook, Instagram, LinkedIn...).Managed content creation, scheduling, and posting to ensure consistent brand messaging and timely delivery.Analyzed content performance using tools like Google Analytics to track user behavior and engagement metrics.Coordinated with marketing and creative teams to align social media initiatives with overall business goals.Engaged with followers, responding to comments and messages to foster positive relationships and community engagement.Stayed up-to-date with industry trends, competitor activity, and emerging platforms to keep content fresh and competitive. |
| 2023 – 2024 Dubai, United Arab Emirates | Mid Level Research And Sales Representative (Remote) <i>eFlow</i> <ul style="list-style-type: none">Engage in effective prospecting, company research, cold emailing, cold calling, and qualifying opportunities.Building and managing customer relationships, proactively crafting and implementing.Lead generation strategies targeting corporations across UAE, KSA, Qatar, Kuwait, Jordan, Egypt, and Bahrain.Leveraging personalized outreach, engaging specific decision-makers towards setting up first discovery/demo meetings.Utilizing the HubSpot CRM to enter data and track opportunities effectively.Follow-up communication with prospective clients through strategic email correspondence and follow-up calls. |
| 2022 – 2024 Tripoli, Lebanon | Restaurant Manager (Full Time) <i>Otantik Resto-Cafe</i> <ul style="list-style-type: none">Managed daily restaurant operations, ensuring excellent customer service and efficient staff performance.Oversaw inventory, staff scheduling, and vendor relationships to maintain smooth operations. |

- Played a key role in developing and executing the restaurant's social media strategy.
- Created and curated engaging content for social media platforms to promote menu items, events, and promotions.
- Assisted in the creation and execution of social media campaigns across platforms such as Facebook, Instagram, TikTok, and LinkedIn using Meta Business Suite for content scheduling and analytics.
- Monitored social media performance, analyzed metrics, and adjusted strategies to boost engagement and reach.
- Coordinated with the marketing team to align digital campaigns with in-house events and seasonal promotions.
- Enhanced the restaurant's online presence, attracting new customers and retaining loyal ones through effective digital marketing.
- Acted as the HR point of contact, ensuring the recruitment and retention of top-tier staff, fostering a positive work environment.
- Managed payroll and other accounting tasks, ensuring timely and accurate processing of employee wages and expenses.

2021 – 2023
Beirut, Lebanon

B2C Platform Specialist (Part Time)

Paragon Business Improvement

- Lead vendor account establishment with consistent database maintenance.
- Upload and categorize content into the WordPress platform for SEO optimization.
- Conducted competitor analysis to identify SEO opportunities and inform strategy adjustments.
- Monitored and tracked performance metrics using Google Analytics and Google Trends to assess engagement and optimize campaigns.
- Develop and maintain a comprehensive database for easy reference and retrieval.
- Spearheaded vendor onboarding, event planning, and training of interns.
- Supported efforts to drive \$25,000 in online sales.

2021 – 2022
Tripoli, Lebanon

Quality Control Officer (Full Time)

Bees Lighting

- Conducted keyword research using tools such as Google Keyword Planner, and SEMrush to identify high-value search terms.
- Optimized on-page SEO elements, including title tags, header tags, and image alt text for improved search engine rankings.
- Assisted in creating and optimizing SEO-friendly content and ensuring proper keyword density to enhance organic traffic.
- Monitored website performance and organic search traffic using Google Analytics and Google Search Console, tracking rankings and performance metrics.
- Generated and managed monthly reports

2020 – 2021
Beirut, Lebanon

Social Media Manager (Full Time)

Digital Marketing Society

- Managed social media accounts and organized posting schedules.
- Launched and monitored paid campaigns across various social platforms.
- Assisted in designing and creating engaging posts with Canva and CapCut to align with brand strategy.
- Engaged with the online community, responding to comments, messages, and mentions across platforms to foster positive relationships.
- Utilized online tools and new media to attract new customers, generate leads, and retain existing clients.

Skills

- SEO & SEM optimization
- Social Media Management
- Account Management
- Detail Oriented
- Customer Service
- Digital Marketing & Social Media Strategy
- Data Analysis & Reporting

Languages

Arabic — Native/Bilingual
Mother Language

English — Fluent

French — Proficient

Certificates

- First Aid Certification, Lebanese Red Cross (2024)
- Time-Management Session, Forward Mena (2022)
- Overcoming Procrastination, Forward Mena (2022)
- Make Sure Customers Find You Online - Google Skillshop (2025)

Organisations

Red Cross Lebanon

Initiative incubated By Shift