

PERLA HABBOUCH

Seeking a challenging position where I can utilize my knowledge for the company's goals.

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☎ +971589097616 or +96176095678
🏠 Beirut, Lebanon
🇦🇪 Emirates ID

SKILLS

Communication

Creativity

Problem-Solving

Analytical

Team Work

Microsoft Office (Word, Excel, PPT)

LANGUAGES

Arabic

English

French

EDUCATION

BBS Business – Management

Lebanese American University (LAU), Byblos, Lebanon
GPA 3.45/4.00

Aug 2017 – May 2021

EXPERIENCE

Social Media Executive

BluHouse Film, Hamra, Beirut

Managed the brand's social channels and created partnerships with other existing brands and influencers. Tracked performance and analyzed the engagements for decision making. Handled SEO and Meta. Increased 62% of engagements in one month. Aesthetically pleasing branding strategies help them effectively reach website visits.

Apr 2023 – Jun 2023

Digital Marketing

OSN TV, Dubai, UAE

Handled social media for OSN+ (Streaming App): SEO, Scheduling posts, boosting, promoting, and dealing with agencies in Egypt and Dubai and analyzing social media insights. Increased customer base by 23% following a series of dedicated sales campaigns for huge movie launches in GCC. Used UI UX designs to identify new opportunities to create better user experiences for OSN Streaming App.

Jul 2022 – Dec 2022

Sales Associate

Turk for General Trading, Beirut, Lebanon

Prepared promotional materials for good sales strategies, gave support and sale achievement ideas to each member of the sales team to produce better results.

Feb 2021 – May 2022

IT Sales and Marketing

Aruba Networks – HP, Dubai, UAE

Provided sales and marketing strategies for IT service benefits. Analyzed sales reports and competition in the IT market. Managed data for cybersecurity.

Aug 2019 – Sep 2020

Sales Associate

Master Chips, Bekaa, Lebanon

Handled sale achievement ideas to each member of the sales team to produce better results. Analyzed consumers behavior and market competition.

Sep 2018 – Jun 2019

CERTIFICATES

Google Certificate – Digital Marketing

Oct 2018

EXTRACURRICULAR ACTIVITIES

Vice President of the International Affairs

JCI (NGO), Beirut, Lebanon

May 2020 – Aug 2021

Trainings at ESA Business School

- Communication and Entrepreneurship
- Data Analysis and UI IX design strategy Training

Oct 2018 – Dec 2018