

Joanne Ainaty

Marketing Professional with expertise in Social Media Management and Marketing Communications

Results-driven Marketing Professional with a Master's degree in progress in Marketing and a track record of success in various marketing roles. Skilled in social media management, content creation, and executing innovative marketing campaigns.



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Dekweneh

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EDUCATION

Master in Marketing

Universite Saint Joseph and l'IAE de Tours - France

09/2022 - Present

Beirut

Bachelor in Business Administration and Management

Universite Saint Joseph

09/2019 - 05/2022

Beirut

WORK EXPERIENCE

Personal assistant of the CEO and Marketing Coordinator

Spectrum Hospitality Group

10/2022 - Present

Gemayzeh, Beirut

Hospitality management company that operates contemporary and themed heritage restaurants, and guesthouses.

Achievements/Tasks

- Sending and receiving emails texts on behalf of the CEO, data management, acting as a liaison to the clients and other staff members, take minutes of the meetings, organizing daily schedule.
- Gathering data on campaign success, often through collecting audience feedback. Preparing a monthly calendar, managing the social media pages (facebook and instagram), google business account, etc.

Social Media and Marketing Assistant (Part-Time)

Hustle Media

05/2023 - 06/2023

Remotly for Dubai

Social media management and Brand starter kit

Achievements/Tasks

- Develop and execute social media content calendars across various platforms. Create engaging and shareable social media content. Brainstorm and implement creative marketing campaigns and promotions. Assist in developing and executing marketing campaigns
- Conduct market research. Monitor social media analytics and generate reports. Stay up to date with industry trends and best practices in social media marketing and digital marketing

Vacination Center

Hotel Dieu de France

06/2021 - 10/2021

Achrafyeh

Achievements/Tasks

- Data entry, Hosting, Patient Service. Manage the department, Strong work ethic. Organizational Skills, Team work, Honesty and integrity.

Hostess

Lord of the wings

05/2019 - 08/2019

Citymall Dora

Achievements/Tasks

- Costumer service, Manage the restaurant, Problem Solving, Discipline

SKILLS

Project Management

Communication Skills

Public Speaking

Analytical

Leadership

All software of Microsoft Office

Spreadsheets

Active listening

Administrative Skills

Interpersonal skills

Time management

Ability to work under pressure

Critical thinking

Customer service

Delegation

Research skills

Budget management

Sales and marketing skills

ORGANIZATIONS

Annunciation Church Jeunesse (10/2020 - Present)

Scout Chief

CERTIFICATES

Model Youth Parliament Certificate of Participation (07/2021 - 07/2021)

MYP Certificate of Excellence (04/2022 - 04/2022)

Ground 0 Certificate of volunteering (09/2020 - 11/2020)

LANGUAGES

Arabic

Native or Bilingual Proficiency

French

Native or Bilingual Proficiency

English

Full Professional Proficiency

INTERESTS

Reading

Crossword puzzles

Swimming

Camping

Writing

History

Culinary Arts