

LANA MNEIMNEH

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EDUCATION

Lebanese American University, Beirut, Lebanon

Sept. 2021 – Dec. 2024

Bachelor of Sciences in Business Studies - Emphasis in Marketing

Minor in Advertising & PR

Collège Louise Wegmann, Beirut, Lebanon

Sept. 2006 – June. 2021

WORK EXPERIENCE

Mar. 2024 – Present – **Arabian Wanderers, Dubai, UAE**

Position: *Marketing & Operations Coordinator*

- Managed content creation and scheduling across Instagram, TikTok, LinkedIn, the website, YouTube, WhatsApp, and other platforms.
- Provided customer service through Zendesk, resolving inquiries and ensuring client satisfaction.
- Designed and executed influencer marketing campaigns, including content creation and outreach.
- Developed and launched email marketing campaigns via Mailchimp.
- Aligned and maintained branding consistency across all platforms.
- Created and managed data organization using Excel sheets.

May. 2023 – May. 2024 – **Dalbani, Beirut, Lebanon**

Position: *Social Media & Marketing Manager*

- Created and managed multichannel content for Instagram, Facebook, and the website.
- Planned and implemented marketing campaigns to drive engagement and growth.

INTERNSHIP

Sept. – Aug. 2023 – **its.communications, Jal El Dib, Lebanon**

Position: *Account Executive Intern*

- Assisted with quotations and proposals.
- Developed website content and supported client projects.

VOLUNTEER WORK & EXTRA-CURRICULAR ACTIVITIES

- Volunteer – Operation Big Blue

Jan 2023 - May 2023

SKILLS

COMPUTER: Microsoft Office (Word, Excel, Power Point) – Meta Business Suite – Zendesk – Mailchimp

LANGUAGES: French, English, and Arabic (Fluent) – Spanish (Learning)