



PROFILE

Digital Marketer, actively involved in the Marketing and Advertising Industry since 2015.

Passionate about Marketing, firmly believing in the significant influence of digital transformation on contemporary communication dynamics.

Worked in the leisure, travel, and tourism industry with a focus on Cruise Line operations, over 9 years of experience in the hospitality industry, and a demonstrated history of effective business management skills surpassing both employer and customer expectations.

Skilled in analytical ability, strategic thinking, expertise in market research, and time management.

Self-motivated, detail-oriented, and maintaining a keen curiosity for continuous learning.

CONTACT

ADDRESS: Dekwaneh, Beirut, Lebanon
PHONE: +961 76 013072

LinkedIn Profile

<http://www.linkedin.com/in/pamela-atieh>

EMAIL:

Pamela.atieh@gmail.com

HOBBIES

Sports, Basketball, Biking
Reading, Music

References are available upon request.

PAMELA ATIEH

Senior Digital Specialist

EDUCATION

AUST – American University of Science and Technology, Achrafieh

September 2020 – June 2023 (Graduation Summer 2023)

Masters of Business Administration with emphasis on Digital Marketing

GPA 3.73 – I had the privilege to represent the Lebanese Graduate and to share my journey.

Research Thesis Subject: The Effects of SEO on Companies' performances using Websites in online marketing.

AOU – Arab Open University, Tayouneh Beirut

September 2009 – June 2012

Bachelor of Business Administration with emphasis on Marketing

GPA 3.6

Official Secondary School, Jezzine, South Lebanon

2006 – 2009 - Baccalaureate of Sociology and Economics

SSCC – Collège des Sœurs des Saint Cœur, Jezzine (Primary/Middle)

QUALIFICATIONS

Major Courses:

Search Engine Optimization – Search Engine Marketing – Social Media Marketing and Analytics – Influencer Marketing – Entrepreneurship

Certifications:

Sales negotiation – Wynder Coaches

Fundamentals of Digital Marketing – Google Garage

SKILLS

Market Research	70%
Communication Skills	90%
Analytical Ability	80%
Media & Digital Tools	70%
Time Management	100%
Multi-Tasking & Problem Solving	90%

LANGUAGES

Native Arabic, French-educated, Fluent in English, Beginner in Spanish

WORK EXPERIENCE

MINDFIELD DIGITAL (Marketing Agency) - Digital Data Analyst

Working Remotely – Company based in UAE (Dubai) & Saudi Arabia
November 2023 – February 2024

- Analyzing social media metrics for clients and identifying progress
- Observing digital metrics and building a report on their behaviors.
Reports: Brand performance report, Quantitative & Qualitative reports, On-page & Off Page Listening.
- Develop standard reporting and performance monitoring of digital channels.
- Providing constructive criticism to content creators to help them make improvements via proper insights and recommendations.
- Keeping abreast of current events and pop culture to better understand user behavior.
- Establish a cohesive data-based strategy across all social networks that is aligned with the business objectives of clients.
- Track emerging social/digital media trends and tools to determine how they can be integrated into the client's strategies.
- Research and execute social media tools in support of clients' social/digital media strategy and update whenever necessary.

Freelance Marketer - Digital Marketing Specialist/Self-employed

May 2022 – Always On

Providing digital marketing plan to promote businesses and create an online presence:

- Social Media Marketing Strategy (SMM) aligned with business goals (Market Research, Competitive Analysis, and Content Strategy and Ideation).
- Social Media Management – Creating Proper Social Media Accounts related to the business (Profile setups), Editorial Calendar, and Content Creation (Managing and curating all published content).
- Campaign creation and Ads optimization (Media Buying & Planning)
- Reporting and analyzing insights.
- SEO Audit using tools like SEMrush, and SEO Site Checkup. And Google Analytics platform.

PROMOFIX (Digital Arm of JGROUP Media) - Digital Sales Executive

Working On-site – Kornich Mazraa, Beirut

April 2023 – June 2023

- Identify and prospect new business opportunities by researching and analyzing potential clients in the digital advertising industry (Direct called calls, Digital Agencies, Media Companies).
- Build and maintain strong relationships with existing clients, providing exceptional customer service and ensuring client satisfaction.
- Conduct client needs analysis to understand their business objectives, target audience, and advertising requirements.
- Develop media plans and present customized digital advertising solutions, including display advertising, social media campaigns, video advertising, and other digital marketing strategies.
- Negotiate pricing and contract terms with clients to maximize revenue while ensuring client satisfaction and long-term partnerships.
- Programmatic Advertising - Selling DSP (Powerful Marketing Automation Tool).

- Selling Community Management Packages.
- Collaborate with internal teams, including creative, marketing, and technical teams, to ensure the successful execution of client campaigns.
- Stay up-to-date with industry trends and the competitive landscape to provide strategic recommendations and insights to clients.
- Attend industry events, conferences, and trade shows to network and generate new leads.

COMFU (Creative & Digital Agency) – Digital Key Account Manager

Working Hybrid – Kaslik, Beirut

September 2022 – April 2023

- Managing Projects and Client service.
- Social Media Management - Community Management (Handling accounts and Online activation ideas).
- Developing Social Media Marketing Strategies (Team Coordination and Management).
- Digital Marketing Campaigns - Performance Marketing:
 - Social Media Advertising: Running Ads on Meta, and LinkedIn (Brand Awareness and Post Engagements).
 - Search Engine Marketing: Running Ads to drive traffic (Google Search Ads, Display Ads, YouTube Ads), for Conversion and Lead Generation.
 - Reporting and Monitoring Social Ads - Analyzing results.
 - Email Marketing campaigns (Handling campaigns via Mail Chimp)
- Using Digital Marketing tools (Meta Business Suite, Meta Ads Manager, LinkedIn Campaign Manager, Google AdWords).
- Publishing News Announcements on the website backend.

Clients: INDEVCO Paper Container, Fattal Group, EBML, FNB, OGERO, Data Consult

TAJHEEZ Group (Marketing Agency) – Sales and Marketing Manager

Working On-site at ANTWORK co-working space - Kantari, Beirut

November 2021 – April 2022

- Conduct Market Research (Lebanon, Arab Region & GCC Area, Internationally)
- Define and develop the short-term strategic goals for Business Development.
- Marketing Logistics (Event Production, Collateral Coordination...)
- Digital Marketing Solutions - Providing Marketing Plans for any kind of Business (Integrated Website, SEO, SMM, SMO).
- Social Media Management - Collaboration with third parties (Digital Agencies).

ABOU MERHI CRUISES (AMGroup Member) – Sales Representative

Working On-site and at Beirut Port - Downtown, Beirut

March 2013 – October 2021

Got promoted to three positions

1. Sales Supervisor

- Product & Service: Cruise trip to Turkey & Greece
- Responding to daily incoming sales calls, inquiries, and emails.
- Organizing sales visits / Handling customer complaints
- Attend weekly sales team meetings to discuss the constant sales processes

- Impactful marketing plan (Positioning our brand name, market segment consists of individuals, travel agencies/corporates, and barter deals)

2. *Reservations Manager*

- Managing the whole "Reservation Process" under PMS System.
- Daily operations, Handling the influx of all bookings and the aspect of accommodation for each passenger, allocating rooms that meet guests' requests and needs, and controlling the payment process and methods (Money Collection and closing guests' accounts before sailing).
- Preparing a final report for Management including selling strategies, inventory control, and revenue management
- Preparing Passengers Manifest.
- Embarkation Process: Check-in and boarding at Beirut Port.

3. *Social Media Coordinator*

- Monitoring social media platforms (Facebook/Instagram) posts and requests.
- Tracking website queries and following up with senders.
- Joining conferences/workshops, Events such as Wedding Follies, German Unity National Day, and Greek Tourism Exhibition.