

Jana El Ashram

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Education

2023 - PRESENT

Masters in Business Administration | LAU- Lebanese American University | Beirut, Lebanon

3.95 GPA

2020 - 2023

BS in Biology | Lebanese University- Faculty of Sciences | Hadath, Lebanon

77.47/100 Average

Certificates

SEPTEMBER, 2024

Digital Marketing Specialist Training Program

By Simplilearn

MAY 13, 2024

Fundamentals of Digital Marketing

By Google

JANUARY 8, 2023

Foundations of Digital Marketing and E-commerce

By Google

Experience

JUNE 2024 – AUGUST 2024

Marketing Intern | AGC: All Girls Code Initiative | Remote

- Executed targeted event promotion: Boosted visibility for the Techsplore 2024 event through strategic social media campaigns and engagement tactics.
- Event content creation: Documented key event moments, generating high-quality content for digital platforms.
- Social media management: Curated and managed Instagram posts, driving increased follower engagement and brand awareness, which lead to an increase in the number of this year's participants compared to past years.

2023 – PRESENT

Computer Lab Assistant | LAU- Lebanese American University | Beirut, Lebanon

- Responsible for assisting students with any technical issues using university resources and providing administrative support to all office staff members.
- I reduced student wait times for technical support and contributed to an improvement in lab resource efficiency.
- My role has strengthened my technical expertise and enhanced my ability to manage multiple tasks in a fast-paced environment.

2019 – PRESENT

Founder of @foodie_beirut

- As a food blogger with over 4,000 followers on Instagram, I collaborated with 16 restaurants and 4 online businesses, creating, shooting, and editing engaging content that promoted their offerings.
- Through tailored digital marketing strategies and compelling social media campaigns, I increased client engagement and exposure by an average of 25% and boosted foot traffic and online orders for the businesses I worked with.
- My work significantly enhanced their digital presence, resulting in measurable growth in both followers and customer interaction.

Skills

Search Engine Optimization (SEO): On-page and off-page SEO, keyword research, and technical SEO.

Keyword Research: Expertise in tools like Google Keyword Planner and UberSuggest, and identifying target audiences.

On-Page Optimization: Meta tags, header tags, URL structure, and content optimization for search engines.

Technical SEO: Improving site crawlability, fixing indexing issues, and website speed optimization.

Competitor Analysis: Analyzing competitors' strategies to identify opportunities for growth and improvements.

Content Creation & Optimization: Writing & optimizing content for websites, blogs, and social media channels for search engines and user experience.

Email Marketing: Develop & execute effective email campaigns, using tools like Mailchimp & Constant Contact.

Social Media Management: Manage content across platforms like Instagram & Facebook to drive engagement & traffic.

Analytics and Reporting: Measuring ROI, campaign performance, and generating reports using Google Analytics.

Content Management Systems (CMS): Proficiency in WordPress platform.

HTML Optimization: Improving website structure and performance by optimizing HTML tags (title, meta, alt attributes), header hierarchy, schema markup, and ensuring proper use of internal linking for better SEO and site usability.

Paid Advertising: Experience with Google Ads to run advertising campaigns (display or search campaigns).

Computer Skills: Proficient in Microsoft PowerPoint, Excel, and Word, with working knowledge of Tableau for data visualization and basic skills in R Studio for data analysis.

Analytical Problem-Solving: Ability to analyze data and identify solutions to improve digital performance.

Adaptability: Staying current with SEO and digital marketing trends and algorithm updates.

Communication Skills & Team Collaboration: Strong written & verbal communication for cross-team collaboration & reporting.

Language Proficiency: Fluent in both Arabic and English, with strong communication skills in both languages.