

Gabriella Khoury

Profile

DYNAMIC AND CREATIVE DIGITAL MARKETING PROFESSIONAL WITH A STRONG BACKGROUND IN MARKETING & ADVERTISING, COMBINED WITH A MASTER'S DEGREE IN HUMAN RESOURCES. DEVELOPED SUCCESSFUL STRATEGIES THAT DRIVE BRAND AWARENESS AND CUSTOMER ENGAGEMENT, SPECIFICALLY IN CONSUMER-FOCUSED INDUSTRIES. ADEPT AT MANAGING COMPELLING CONTENT AND LEVERAGING SEO TECHNIQUES TO ENHANCE ONLINE PRESENCE. ABILITY TO ANALYZE CONSUMER INSIGHTS AND DATA TO INFORM AND OPTIMIZE MARKETING CAMPAIGNS. PASSIONATE ABOUT FASHION, WITH A KEEN EYE FOR TRENDS AND A TALENT FOR VISUAL STORYTELLING. FLUENT IN ENGLISH, FRENCH, AND ARABIC, WITH EXCELLENT COMMUNICATION SKILLS AND A GLOBAL PERSPECTIVE.

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EXPERIENCE

Internship (6 months,2023), The Feminist Era Project, Ms Magazine NY:

- Managed social media engagement, increasing follower count by 50% within six months.
- Created and distributed a monthly newsletter, achieving a 40% open rate and 15% click-through rate. Collaborated with other department teams to identify and produce valuable content, resulting in a 30% increase in website traffic.
- Developed and launched viral marketing campaigns, boosting viewership by 25% and client acquisition by 20%.

Marketing Assistant at Décathlon France (2020-2023)

- Coordinated and executed marketing campaigns, resulting in a 15% increase in sales during promotional periods.
- Assisted in scheduling campaign activities, ensuring timely execution and a 10% increase in campaign efficiency.
- Contributed to the creation of promotional materials, which led to a 12% increase in customer engagement.
- Managed online marketing efforts, increasing website traffic by 18%.

Administrative Support at Décathlon France (2018-2019)

- Provided administrative support to the marketing team, improving operational efficiency.
- Managed customer inquiries and resolved issues, enhancing customer satisfaction.

Human Resources Intern at L'Oréal, Paris (4 months,2020)

- Supported recruitment and selection processes, successfully sourcing and screening over 200 resumes.
- Assisted in onboarding new employees, reducing onboarding time by 15%.

- Contributed to HR projects, updating policies and organizing training programs, improving employee retention by 10%.

EDUCATION

Master's Degree in Human Resources Management (2022,Bac +5)

Université Paris 1 Panthéon-Sorbonne, Paris, France

Bachelor's Degree in Marketing & Advertising with a focus on Human Resources (2020,Bac +3)

École Supérieure de Vente et de Management SUP V

High School Diploma (2017)

Collège de la Sainte Famille Française Fanar, Lebanon

SKILLS

- **Digital Marketing Strategies:** Proficient in creating and executing digital marketing campaigns.
- **SEO Optimization:** Knowledgeable in optimizing content for search engines to drive organic traffic and improve search rankings.
- **Communication:** Strong written and verbal communication skills, with a track record of successful digital marketing initiatives.

LANGUAGES

- **English:** Advanced and professional proficiency.
- **French:** Advanced professional proficiency.
- **Arabic:** Native language.

ACTIVITIES AND INTERESTS

Literature – Art – Fashion

Section personnalisée : Le Soutien à la Recherche d'Emploi (SRE) proposé dans les centres d'activités par des équipes bénévoles :

- Remobilisation de la personne et levée des freins à l'emploi.
- Mise en situation d'entretien de recrutement.
- Passerelles vers des offres d'emploi notamment grâce à la mobilisation d'un réseau de partenaires locaux institutionnels et privés : mission locale, Pôle Emploi, organismes de formation, entreprises.