

JANA AL KHATIB
Bachelor in Marketing Graduate

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Professional Summary

Highly motivated marketing graduate with a Bachelor's degree in Marketing from Lebanese International University. Experienced in working with diverse cultures and international environments, leveraging this background to enhance marketing strategies and campaign effectiveness. Demonstrated skills in market research, digital marketing, and strategic planning.

Education

2022: Bachelor of Business Administration in Marketing, Lebanese International University, Beirut, Lebanon

Relevant Coursework: *Marketing Theory and Principles, Business Statistics, Composition and Research Skills, Business Finance, Human Resources Management, Business Law, International Business Management, Global Strategic Management, Market Research Methods, Introduction to Microeconomics, Retailing & Merchandising Management,*

Experience

Middle East Airlines | Beirut, Lebanon

Cabin Crew / Flight Attendant May 2019—Present

- Delivered comprehensive safety information and assistance to ensure passenger comfort on an average of 3 flights per week.
- Utilized marketing and persuasive skills to effectively sell duty-free products on board, enhancing passenger experience and contributing to sales goals.
- Participated in pre-flight briefings and executed given directives.
- Performed thorough safety and security inspections prior to boarding.
- Welcomed passengers, verified tickets, and guided them to their assigned seats, servicing an average of 600 travelers per week.
- Provided dedicated support to passengers with special needs, including children, elderly, and disabled individuals.
- Conducted regular cabin checks to maintain security.
- Adhered to aviation safety regulations and protocols.
- Demonstrated the use of emergency equipment and communicated safety procedures.
- Supported passengers during emergency scenarios, ensuring their safety and well-being.

MATISSE EVENTS LEBANON | Beirut, Lebanon

Marketing Trainee March 2017—March 2018

- Assisted in the development and execution of marketing strategies to promote events.
- Collaborated with the marketing team to create promotional materials and content.
- Conducted market research to identify trends and target audiences.
- Supported the planning and organization of events, ensuring all marketing aspects were covered.
- Monitored and analyzed marketing campaign performance, providing insights for improvement.
- Helped manage social media accounts, engaging with followers and responding to inquiries.
- Assisted in the coordination of promotional activities and partnerships.

Skills

Fluent in English and Arabic (written and spoken) | Market Research | Data Analysis | Strategic Planning | Brand Management | Content Creation | Digital Marketing | Social Media Marketing | SEO/SEM | Advertising Campaigns | Customer Relationship Management (CRM) | Email Marketing | Sales Techniques | Public Relations | Event Planning | Copywriting | Budget Management | Competitive Analysis | Product Launches | Promotional Strategies | Customer Segmentation | Marketing Automation | Influencer Marketing | Networking | Team Collaboration | Problem-Solving | Negotiation Skills | Adaptability | Creative Thinking | Communication Skills | Interpersonal Skills | Presentation Skills | Time Management | Attention to Detail | Proficiency in Microsoft Office Suite (Excel, Word, PowerPoint) | Knowledge of Marketing Tools (e.g., HubSpot, MailChimp, Hootsuite) | Customer Service Skills | Multitasking | Leadership Skills | Analytical Thinking | Campaign Management | Budgeting and Forecasting | Consumer Behavior Analysis | Vendor Management | E-commerce Marketing | Networking and Relationship Building | Media Planning and Buying | Ethical Marketing Practices | Cultural Awareness

Certifications and Trainings

- **Integrated marketing communication: advertising, public relations, digital marketing, and more**, IE business University of Madrid Spain
- **Fundamentals of digital marketing**, Google Digital Garage