

ELSIE AZAR

North- Lebanon (Willing to Relocate) | +961 71587654 | elsyazar9@gmail.com|27-5-2002|

LinkedIn: www.linkedin.com/in/elsy-azar-8ba816239

PROFESSIONAL SUMMARY

Experienced social media specialist is skilled in effectively managing and optimizing various social media channels. Proven track record of developing and executing successful campaigns that significantly increased brand visibility and engagement. Proficient in content creation and analytics, utilizing data-driven insights to drive audience growth.

Work Experience

Junior Social Media Specialist |2023 – CURRENT

LOVEN Restaurant | Hotel Serail, Ehden

- Developed engaging content for Instagram and TikTok, increasing audience interaction by 15%
- Managed and communicated with target audiences across multiple platforms, enhancing brand visibility.
- Designed and executed a weekly content marketing schedule aligned with the restaurant's goals.

Marketing Assistant | 2020 – CURRENT

AZAR Products | Ehden, Lebanon

- Assisted in creating and promoting digital ads for apple cider and white vinegar products, increasing sales by 15%.
- Organized and managed in-store promotions, leading to a 20% increase in weekend traffic.
- Analyzed marketing metrics and prepared monthly reports to measure ROI and campaign success.

Accounting Associate |2022 – 2023

Ehden Country Club | Ehden

- Managed accounts receivable and maintaining up-to-date customer files.
- Conducted customer payment analysis and tracked daily cash deposits and reports.
- Processed vendor payments and ensured timely bill settlements.

Storekeeper |2022 – 2023
Ehden Country Club | Ehden

- Oversaw inventory management, ensuring accurate stock levels and timely restocking.
- Coordinated delivery schedules to meet departmental needs efficiently.
- Compiled daily and weekly consumption and issuance reports for management review.

Receptionist |2023 – CURRENT
Hotel Serail | Ehden

- Welcomed guests and managed online and phone reservations to ensure seamless check-ins and check-outs.
- Verified payment methods and maintained accurate records for guest stays.
- Provided exceptional customer service, resolving inquiries and ensuring guest satisfaction.

Education

Bachelor's Degree: Business Administration (Marketing) | 2023-2024
Lebanese International University-Tripoli

Lebanese Baccalaureate: Economic Sciences| 2020-2021
Collège des Filles de la Charité Dar En-Nour-Koura

SKILLS

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|----------------------------------|----------------------------------|
| • Digital Content Strategy | • Financial Accounting |
| • Strategic Marketing Planning | • Financial Analysis |
| • Customer Engagement | • Proficient in Microsoft Office |
| • Social media platforms | • Strategic Time Allocation |
| • Strong Relationship Management | • Collaborative Teamwork |

CERTIFICATIONS

- Google Digital Marketing Certification (In Progress)
- Digital Marketing Certificate | CIS College, Tripoli (In Progress)

LANGUAGES

- English: Fluent (Read, Write, Speak) - French: Fluent (Read, Write, Speak) - Arabic: Fluent (Read, Write, Speak)