YARA ABOU HAIDAR ELIAS

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PROFESSIONAL SUMMARY

Blending data, creativity, and tech to power smart growth. With 3+ years of experience and a Master's in Digital Business & Innovation, I am passionate about turning insights into strategies, especially across AI, analytics, and cloud-driven solutions

EDUCATION

IE BUSINESS SCHOOL　　　　　　　　　　　　　　　　　　　　　　　　　　**MADRID, SPAIN**
Master's in Digital Business & Innovation - Digital Transformation & AI　　　　　APR. 2024 – MAR. 2025
- Ranked in the top 20%
- Led a capstone on second-hand social commerce, using AI and cloud logistics to streamline resale and elevate user experience
- Earned a certificate in sustainability and ESG strategy, emphasizing innovative leadership and responsible business transformation

AMERICAN UNIVERSITY OF BEIRUT, SULIMAN S. OLAYAN SCHOOL OF BUSINESS　　**BEIRUT, LEBANON**
Bachelor of Business Administration - Marketing and Management　　　　　　　AUG. 2018 - JUN. 2021
- Dean's Honor list (all semesters)
- Member of the Beta Gamma Sigma Society (BGS)

PROFESSIONAL EXPERIENCE

MEDIA UP (MARKETING AGENCY)　　　　　　　　　　　　　　　　　　　　　**BEIRUT, LEBANON**
Independent marketing agency in Lebanon, specializing in digital media, branding, and content
Social Media & Digital Marketing Consultant　　　　　　　　　　　　　　OCT. 2023 – PRESENT
- Execute digital growth strategies, managing client relationships while leveraging data-driven dashboards for performance insights
- Drove a 15,000x increase in Instagram followers for Lebanon's largest gold wholesaler within a year
- Created tailored strategies for a Limassol real estate developer and Lebanon's top travel platform

SKIN SOCIETY (HEALTH & BEAUTY E-COMMERCE)　　　　　　　　　　　　　**BEIRUT, LEBANON**
#1 address in Lebanon combining: Dermocosmetics, Fragrance, Makeup and Skincare
Social Media & Marketing Strategist　　　　　　　　　　　　　　　　SEP. 2023 – MAR. 2024
- Orchestrated multi-channel campaigns, utilizing analytics to maximize audience engagement and boost conversion rates
- Revamped Skin Society The Clinic's digital presence, strengthening brand reputation and expanding online reach

MAZEN ONLINE (HEALTH & BEAUTY E-COMMERCE)　　　　　　　　　　　　　**BEIRUT, LEBANON**
Online store selling the best and latest makeup, cosmetics & more
Social Media & Marketing Specialist　　　　　　　　　　　　　　　　APR. 2023 – AUG. 2023
- Grew Mazen Online's Instagram following by 46% in 3 months through content strategy, data analysis, and influencer partnerships
- Managed a cross-functional creative team, utilizing data insights to refine marketing strategies and enhance performance
- Enhanced Mazen Pharmacy's visibility by 20% through innovative visual merchandising and product placement

HOLMED GROUP (HEALTHCARE)　　　　　　　　　　　　　　　　　　　　**BEIRUT, LEBANON**
Importer and Distributor of Pharmaceuticals, Medical devices, and Para-pharmaceuticals products in Lebanon
Marketing Communications Specialist　　　　　　　　　　　　　　　MAY. 2022 – MAR. 2023
- Drove 20% market expansion for Holmed's OTC division by forging key e-commerce partnerships and launching targeted campaigns
- Boosted brand visibility by 25%, maintaining alignment with global supplier branding while tracking performance metrics
- Coordinated events, overseeing budget, venue, catering, and attendee lists for end-to-end execution

LEMONADE FASHION (ONLINE FASHION RETAIL)　　　　　　　　　　　　　**BEIRUT, LEBANON**
#1 social commerce fashion app selling made-to-measure designer apparel & accessories
Digital Marketing & Social Media Specialist　　　　　　　　　　　　OCT. 2021 – APR. 2022
- Orchestrated marketing campaigns—photoshoots, promos, and radio ads—to boost brand reach
- Partnered with global influencers to expand audience and optimize campaigns through data analysis

SOHATI CARE (ONLINE PARAPHARMACY)　　　　　　　　　　　　　　　　**BEIRUT, LEBANON**
E-commerce platform offering a range of dermo-cosmetic, personal care, beauty and wellness products
Digital Marketing & Social Media Specialist　　　　　　　　　　　　JUL. 2020 – SEP. 2021
- Oversaw SohatiCare's Lebanon and Jordan pages, growing followers by 50,000 and managing 300+ content creators
- Analyzed results of campaigns and competitor activities, refining marketing strategies for optimized performance
- Managed collaborations with luxury spas and SohatiDoc, increasing business partnerships for mutual growth

LANGUAGES

English (fluent); **French** (bilingual); **Arabic** (native); **Spanish** (conversational)

ADDITIONAL

- Tech stack: Python (incl. pandas), SQL, Tableau, etc.
- Excel Modelling (Open Solver, Palisade's @RISK, Monte Carlo simulations, etc.)
- Advanced Shopify user (Led 5 marketing campaigns for Black Friday, Christmas, L'Oréal moments, etc.)
- Meta Advertising incl. dashboard design, campaign analysis, competitor monitoring