

# ELIANA ABOUSALHAB

## CONTACT:

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 Beirut, Lebanon

## EDUCATION:

**Lebanese American University (LAU), Beirut, Lebanon**

Bachelor of Science in Business Studies- Marketing

CGPA 3.2/4.0

### RELATED COURSES:

Marketing Strategy	E-Marketing	Consumer Behavior
Social Media Marketing	Marketing Analytics	Hospitality Marketing
Retailing and Merchandising	Marketing Research	

## WORK EXPERIENCE

<b>Freelance Digital Marketing</b>	Since Feb 2025
<ul style="list-style-type: none"><li>Manage social media marketing and online sales strategies for small businesses.</li><li>Create marketing campaigns that increase brand awareness and customer engagement.</li></ul>	
<b>Diffa Group</b>	May 2024 -present
<ul style="list-style-type: none"><li>Welcomed and assisted guests at high-profile events.</li><li>Managed seating arrangements and provided customer service..</li></ul>	
<b>Jo Malone London , Pop-up Store</b>	Dec 2024- Feb 2025
<ul style="list-style-type: none"><li>Assisted customers in selecting luxury fragrances and beauty products.</li><li>Managed inventory, restocking, and visual merchandising.</li><li>Processed transactions and handled customer inquiries efficiently.</li></ul>	
<b>Layla Lebanese Restaurant</b>	April 2023 - Oct 2023
<ul style="list-style-type: none"><li>Managed guest seating and assisted with reservations.</li><li>Provided a welcoming atmosphere for diners.</li><li>Coordinated with the waitstaff to ensure smooth service.</li></ul>	

## EXTRACURRICULAR ACTIVITIES

Rotaract Beirut Cosmopolitan _ Beirut, Lebanon	Jan 2025- present
Lebanese Spotlight Volunteer - Beirut, Lebanon	Jan 2025 - present
Beirut Marathon, Volunteer and Assistant Coach	Nov 2022
United Nations Development Program (UNDP)	Sep 2021

## CERTIFICATES

RYLA Lebanon - District 2425	April 2025
Digital Marketing Intensive Course-CDP Accredited, Gradezilla Academy	Jan 2025
Social Media Marketing, Hootsuite Academy	2025
Hootsuite Platform, Hootsuite Academy	2025
AI in Digital Marketing Workshop, LAU & TALENTDU	Jan 2025
Digital Marketing Certified, Hubspot Academy	2024
Inbound Marketing Certified, Hubspot Academy	2024
Graphic Design, Cis College	2022

## SKILLS

Design	Video Editing	Leadership
Content Creation	Microsoft Word / Excel /Powerpoint	Collaboration

## LANGUAGES

English	Fluent	Arabic	Native
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