

Jennifer Pierre Jreich

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Professional Statement:

As an experienced Digital Marketing, E-Commerce & Social Media Manager with over five years of experience in the field of fashion, I excel in strategic campaigns, content creation & analytics, driving online engagement & sales through innovative marketing strategies.

Work Experience:

Website & Digital Marketing Manager at Gemy Maalouf, Dubai/Lebanon 2019- present

Retail Website Manager (e-commerce):

- Worked on both front end and back end of the website.
- Managed website design & content ensuring an aesthetically appealing & user-friendly experience aligned with brand identity.
- Guided a team on data entry (products uploads, collections and colour editing).
- Monitored plug Ins and web content; homepage, product page, check out...
- Worked on many themes & liaised with third-party providers.

Social Media & Digital Marketing Manager:

- Managed paid advertising campaigns, selecting creatives, defining budgets, targeting audiences, and optimizing reach across multiple countries. Achieved 25% more website traffic.
- Followed up on ad campaigns (Business Facebook & Google Ads) analysed & improved feedback loops.
- Led a team of designers & provided creative direction for editorial shoots, ensuring brand consistency & high-quality deliverables by bringing the brand's vision to life.
- Travelled to Europe and GCC to be part of trunk shows as a content creator.

Achievements:

- Designed newsletters, enhanced performance by increasing open rates by 26% through personalized campaigns.
- Managed all social media platforms; increased engagement 44% through effective content creation & strategic platform management in 3 months on Instagram.

Fashion designer at Ehsan Chamoun, Lebanon

2018-2019

- Worked as a digital illustrator & Created mood boards.
- Followed up with the production team.

Internships:

Maison Diana Aazan

2018

Beirut Fashion Week

2018

Education:

- Masters of Fashion Management, Rome Business School, *Italy*, 2025
- Bachelor Degree in Fashion Design, Notre Dame University, *Lebanon* 2019

Graduated with High distinction.

Certifications:

Inside LVMH Certificate, 2024

Skills:

Computer Skills: Adobe Creative Suite (Photoshop, Illustrator, etc.)/Canva/Capcut/Microsoft Office Suite (Word, Excel, PowerPoint, etc.)

Systems & Platforms: Shopify Plus/Meta (Ads Manager)/Google Ads/Google Analytics/Klaviyo

Expertises: Budget Management/ROAS Optimization/Content Marketing/Analyse Market Trends/SEO/Marketing Strategy/Brand Management/Advertising/ CRM/ Copywriting

Languages:

Arabic: Mother Tongue
English: Fluent

French: Proficient
Spanish: Intermediate

Italian: Intermediate

References are available upon request