

# Jennifer Farah

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Address: Rabwe, Antelias, El- Maten, Lebanon.

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## Professional Summary:

Results-driven Senior Marketing Executive with experience in e-commerce, web merchandising, and online store management. In addition, proficient in Google Analytics, SEO, content creation, and social media management to enhance visibility and engagement across digital platforms.

## Employment History:

### Senior Marketing Executive, Full time

Depeche Mode – Beirut, Lebanon (June 2024 – April 2025)

Responsibilities:

- Monitored the KPIs and the monthly performance of the website utilizing Google Analytics. Thus, optimized merchandizing, improved conversion rate and increased purchase amount by clients to achieve the set targets.
- Analyzed competitor pricing and market trends to suggest optimal price points for new fashion products.
- Maintained the online store (WordPress & CMS) updated with the latest stock, campaigns and promotions in line with the physical stores.
- Continuously worked on optimizing the website navigation and journey, based on current product assortment, seasonality and themes.
- Initiated and distributed newsletters in support of the online store merchandising plans.
- Conducted training for new employees on website content management and functionality, ensuring seamless onboarding and proficiency.
- Planned and scheduled social media content on Instagram and Facebook.

### Marketing Officer, Full time

Zod Security – Beirut, Lebanon (March 2024 – May 2024).

### Intern, part-time

Business Chamber Queensland – Brisbane, Queensland, Australia (July 2023 – Oct 2023)

Responsibilities:

- Managed data mining to develop segmentation and acquisition to optimise the effectiveness of digital campaigns.
- Supported by providing copywriting content for website articles.
- Assisted with the analysis of data.

### Marketing Officer, Full time

Zod Security – Beirut, Lebanon (May 2022 – May 2023)

#### Responsibilities:

- Managed and updated the company website using WordPress.
- Applied SEO to website pages and blogposts, and updated keywords using google keyword planner.
- Monitored metrics and insights using google analytics to audit performance.
- Structured a content calendar in addition to producing content development through various social media platforms, such as: Instagram, Facebook, LinkedIn, YouTube, and Twitter.
- Scheduled and published content using meta business suite.
- Creatively handled graphic design editing using adobe creative suite and Canva.
- Capably built an email marketing campaign using “Sendinblue” platform after implementing customer segmentation practices.

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### Education History:

#### Master of Business – Specialization in Marketing

Griffith University, Australia

#### Bachelors in advertising & Marketing

Notre Dame University, Lebanon

#### Bachelors in Fashion Design

Notre Dame University, Lebanon

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### Certificates:

- **Project Management Foundations: Communication** – LinkedIn (Feb 2025)
- **Learning PPC with Google Ads** – LinkedIn (Mar 2025)

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### Skills:

- **Digital Marketing:** SEO, Social Media Marketing (Facebook, Instagram, LinkedIn, Twitter, TikTok), Email Campaigns (SendinBlue).
  - **Analytics Tools:** Google Analytics, Social Media Analytics (Facebook & Instagram Insights).
  - **Marketing Management Systems:** WordPress & CMS.
  - **Content Creation:** Adobe Creative Suite, Canva, Blogging, Video Editing.
  - **Process & System Management:** Workflow Optimization & Order Management.
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### Language Skills:

**Arabic (Native):** Fluent speaking, writing, and reading.

**English:** Fluent speaking, writing, and reading.

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### International Experience:

**Sweden** - This experience has increased my adaptability and problem-solving skills.

**Australia** - I have completed my master's degree in Australia, and gained independence and accountability skills.

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