

Jana El Ahdab

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Professional Summary

Communications specialist with over 3 years of experience driving brand visibility and community engagement in nonprofit, luxury retail, and marketing sectors. Skilled in content creation, influencer outreach, and event coordination, with a proven ability to build relationships across diverse audiences. Multilingual and adept at aligning communication strategies with organizational goals to enhance public image and customer loyalty.

Core Competencies

- Client Engagement & Upselling
- Multilingual Customer Communication
- Digital Marketing & Content Strategy
- Public Relations & Influencer Outreach
- Campaign Coordination Content
- Luxury Retail Operations

Experience

Swarovski – Champs-Élysées, Paris, France

Sales Associate (contract) | Aug 2024 – Jan 2025

- Delivered luxury-level customer service in a flagship store, assisting French, English, and Arabic-speaking clients with multilingual support and tax-free billing
- Drove over €30,000 in monthly revenue by exceeding individual sales targets and managing 200+ transactions during peak months.
- Engaged with a diverse international clientele, building long-term brand trust and converting inquiries into purchases through personalized communication.
- Recommended complementary products and promoted seasonal offers to increase average transaction value and improve customer experience.
- Supported visual merchandising adjustments during high-traffic periods, contributing to optimal boutique presentation and sales flow.

Maria Galland – Paris, France

International Marketing Assistant Intern | Sep 2023 – Dec 2023

- Assisted in implementing international marketing strategies to support skincare product distribution across European markets.
- Coordinated internal visits and travel logistics for German team delegations, ensuring smooth on-site collaboration.
- Created and translated marketing documents for German and Spanish partners, maintaining brand tone and alignment with local markets.

Izdihar NGO – Beirut, Lebanon

Communication & PR Specialist | July 2021 – Aug 2022

- Produced content and voiced scripts for awareness videos to attract partnerships and increase visibility of community support efforts.
- Helped expand donor outreach for a food security project delivering over 6,000 bread bags monthly to underserved communities.
- Coordinated communication between stakeholders, securing collaboration with a marketing agency to support campaign delivery.
- Prepared reports and presentations used in donor meetings and NGO-partner relations.

Sharekna MENA

Communication & PR Intern – Remote | Mar 2021 – June 2021

- Reached out to and secured collaboration with 7 influencers to produce awareness content related to youth and career development.
- Managed coordination and scheduling with creators, ensuring timely delivery of content for social campaigns.

RoundTrip Agency – Remote

Digital Marketing Intern | Feb 2021 – May 2021

- Contributed to content strategy development by building customer personas and participating in SWOT analysis sessions.
- Led daily Instagram Stories takeover, increasing follower interaction and engagement by 50–60% through targeted content.

Quality Inn Hotel – Tripoli, Lebanon

Guest Relations Coordinator | Sep 2018 – Jan 2021

Phoenicia IHG Hotel - Beirut, Lebanon

Front Office Intern | Summer 2017

Four Seasons Hotel - Beirut, Lebanon

F&B Intern | Summer 2016

Education

École de Management de Normandie, Paris, France

- Master of Science in Luxury Brand Management & Marketing | 2024

University of Balamand, Lebanon

- Bachelor Degree – Business Administration and Hotel Management – High Distinction | 2018

Technical Skills

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| · Google Ads, Meta Ads Manager, Meta Business Suite, Trello | · Google Sheets, Excel |
| · Canva, CapCut, Google Docs, Google Slides | · Deepl, Sharepoint |
| | · Partoo |

Languages

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| · Arabic, Native | · Turkish, Basic Proficiency |
| · English, Full Proficiency | · Spanish, Basic Proficiency |
| · French, Full Proficiency | |