

Elissa Makhoul

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Creative and bilingual Marketing & Communication Senior Specialist with experience in social media management, content creation, digital marketing, and business development. Skilled at managing multi-platform content calendars and delivering bilingual campaigns tailored to diverse audiences. Experienced in collaborating with clients across the GCC to develop proposals, support branding initiatives, and strengthen long-term relationships. Passionate about digital culture, storytelling, and building impactful brand experiences that resonate with diverse communities.

EXPERIENCE

Management Solutions Expert - MSE

Zalka, Lebanon

Marketing and Business Development Senior Specialist

SEPT 2022-PRESENT

- Developed and executed digital marketing campaigns across multiple channels to strengthen brand awareness in the GCC
- Analyzed campaign performance, audience engagement, and trends to adapt strategies and improve outcomes
- Led internal communication initiatives, including newsletters and company-wide announcements
- Designed engaging posts and campaigns in Canva, coordinating with creative teams to ensure alignment with brand tone
- Created and managed social media content calendars, including scheduling, captions, visuals, and trend monitoring
- Developed marketing materials (brochures, banners, recruitment posts) and oversaw internal campaigns
- Supported the rebranding rollout of MSE as part of Kearney, updating visual assets, templates, and documentation
- Created bilingual (Arabic & English) marketing collateral and maintained company profiles to align with client expectations
- Coordinated with vendors, photographers, and designers for both digital and print deliverables
- Organized internal and client-facing events, including recruitment fairs, national days, and team-building activities
- Managed the full proposal lifecycle, from identifying RFPs to structuring responses and ensuring timely submissions
- Conducted competitor benchmarking, pricing analysis, and market research to support entry strategies and campaign positioning
- Collaborated directly with clients and stakeholders, tailoring proposals and solutions to their needs
- Contributed to the internal People's Committee, driving employee engagement and cultural alignment

ClinGroup

Hazmieh, Lebanon

PR & Marketing Officer

JUL 2021 – FEB 2022

- Developed and executed PR & Marketing campaigns for health research projects
- Conducted market research and competitive analysis to support strategic decisions
- Organized industry events and conferences, overseeing planning and logistics

Holdal About Adal Group

Dekwaneh, Lebanon

Marketing Intern

JUN 2019 – AUG 2019

- Assisted in launching luxury beauty products for brands like Kenzo, Estée Lauder, and Tom Ford
- Supported multi-platform social media campaigns to enhance engagement and visibility
- Managed vendor relationships to ensure timely production of promotional materials

EDUCATION

St. Joseph University – USJ and Université de Lorraine - IAE Metz (Double Degree)

Lebanon/ France

Master's degree in marketing & advertising – Business Administration

JUL 2023

The thesis was centered around exploring methods to improve accessible branding for those with dyslexia, visual impairments, and color blindness. The goal was to create a more inclusive branding environment by addressing potential barriers caused by these conditions.

American University of Beirut - AUB

Beirut, Lebanon

Bachelor's degree in human resources – Business Administration

JUN 2020

CERTIFICATIONS

- Google Ads – Measurement Certification – *Skillshop*
- Google UX Design Certificate – *Coursera*
- The Fundamentals of Digital Marketing – *Google*
- Google Analytics for Beginners – *Google*
- LinkedIn Marketing Solutions Fundamentals - *LinkedIn*

LEADERSHIP & INTERNATIONAL ENGAGEMENTS

Change the World Model United Nations

New York City, USA

Delegate

NOV 2021 – MAR 2022

- Represented France at the Change the World Model United Nations conference in New York City, contributing to dynamic debates on global issues
- Enhanced research, public speaking, and diplomacy skills through active participation in Model UN, including crafting position papers and drafting resolutions
- Collaborated with fellow delegates to facilitate consensus-building and achieve mutually beneficial solutions to complex challenges

The Council – Leadership Academy

Beirut, Lebanon

Trainee

OCT 2015 – MAR 2016

- Completed an intensive leadership development program with The Council, refining skills in communication, problem-solving, and strategic thinking
- Engaged in group workshops, discussions, and practical learning activities to deepen comprehension of leadership principles and techniques
- Benefited from mentorship and guidance from seasoned leaders within the program, receiving valuable feedback to enhance and expand leadership capabilities

SUMMARY OF SKILLS

Languages**English** Full Professional • **French** Full Professional • **Arabic** Native • **Spanish** Beginner**Skills and Tools**

- Digital Marketing: Google Ads, SEO, Google Analytics
- Analytics: Market Research, Competitor Analysis, Reporting
- Content & Creative: Canva, Copywriting, Content Creation
- Platform Tools: Familiar with social analytics concepts; quick learner with Meta Business Suite and TikTok Analytics
- Languages: Arabic (Native), English (Full Professional), French (Full Professional), Spanish (Beginner)
- Core Skills: Market Research and Competitive Benchmarking, Storytelling and Content Writing, Strategic Communication, Business Development and Client Engagement, Creativity & Problem-Solving