

MONA BAZAZO

mona.bazazo@hotmail.com | +961-78803480 | Beirut, Lebanon

SUMMARY

Marketing & E-Commerce Coordinator with 1 year of experience driving digital and in-store marketing initiatives. Skilled in SEO optimization, schedule content marketing, content creation, copywriting, email campaigns, brand development, and promotional events. Proven ability to boost online visibility, enhance customer engagement, and execute revenue-generating campaigns across digital channels and physical retail locations.

WORK EXPERIENCE

Marketing & E-Commerce Coordinator

June 2024- April 2025

Izzat Daouk, Beirut, Lebanon

- Executed digital marketing campaigns across Shopify, social media, and email channels to drive engagement, traffic, and sales.
 - Optimized product listings and website content for SEO, improving online visibility and search rankings.
 - Created and managed content for social media, including Content Creation with scripting, recording, editing, and copywriting for captions aligned with brand strategy.
 - Designed homepage layouts, promotional banners, and email visuals to strengthen brand presence and user experience (UX).
 - Planned and managed online and in-store promotions (GWP, buy-one-get-one, discounts..) to increase revenue and customer engagement.
 - Conducted store and product visits across 5 Branches to monitor shelf organization, merchandising, and product presentation, providing recommendations to optimize customer experience and sales.
 - Conducted competitor analysis and prepared actionable insights in presentations to inform marketing strategy and campaign optimization.
-

EDUCATION

Beirut Arab University (BAU), Beirut, Lebanon

September 2021 – May 2025

Bachelor's Degree in Business Administration, Marketing Program

Certificates

- Social Media Marketing – HubSpot
- Google Analytics - Google
- Become an AI Powered Marketer - Semrush
- IC3, Digital Literacy Certification - Certiport
- Decision Making and Solving Problem - Coursera

Additional Information

Language: Arabic (Native), English (Fluent), and French (Intermediate)

Computer Skills: Microsoft Office, Canva, Shopify, Ads manager, Meta Business Suite

Soft Skills: Teamwork, Communication, Attention to Detail, Problem Solving