



JANA H.ABADY

Digital Marketing Executive

Enthusiastic Digital Marketing Executive with a passion to create simple and effective communications to attract and engage customers. High energy results-oriented, recognized for innovative online tactics, and strategies for customer acquisition and retention. I am seeking to join a strong team that collaborates and is driven to exceed goals.

 abadyjanah@gmail.com

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Soft Skills

- Communication
- Well Organized
- Time Oriented
- Detail Oriented
- Problem-solving
- Teambuilding

Languages

Arabic
Native or Bilingual Proficiency

English
Professional Working Proficiency

Interests

- Researching
- Professional Development
- Continuous Learning

Work Experience

Marketing Executive

Angry Monkey Agency

Beirut, Lebanon
01/2024-06/2025

Angry Monkey Agency is a Software Company & Marketing agency. They specialize in social media marketing, content creation, and SEO. The agency was founded by experienced digital marketers, and has a reputation for delivering measurable growth.

Tasks:

- Planned, developed, and executed social media campaigns across various platforms, using Facebook Ads Manager, TikTok Ads, LinkedIn Ads, and Google Ads to create, manage, and optimize campaigns according to budget and performance goals
- Created compelling and engaging content for various social media platforms such as Facebook, Instagram, Tiktok, LinkedIn and managed accounts to maintain a strong online presence and to increase web traffic, customer engagement and brand awareness.
- Measured and analyzed the performance of social media campaigns using tools such as Google Analytics, and reported on key metrics and insights.
- Stayed up-to-date with the latest social media trends and best practices, and suggested new ways to attract and retain customers, such as promotions, competitions and influencer collaborations.
- Wrote compelling and SEO-friendly content for websites and blogs, newsletters, magazines and collaborated with the web developer to optimize the user experience and functionality of the web pages.
- Collaborated with the teams and designers to ensure the quality and consistency of the social media content and visuals, and to align them with the brand identity and goals.

Social Media Specialist

Booster Group Marketing Agency

Tyre, Lebanon
02/2022-01/2024

Booster Group is an Advertising and Marketing agency business, dedicated to creating, planning, handling advertising and boosting businesses and other forms of promotion and marketing for its clients.

Tasks

- Managed social media accounts and maintained a strong online presence by strategically posting and engaging with audiences across multiple platforms, ensuring brand visibility and increased followers.
- Developed and executed social media strategies to enhance brand visibility, drive engagement, and formulate compelling and engaging social media content.
- Coordinated with cross-functional teams to align social media efforts with overall marketing objectives and campaigns, ensuring consistent messaging and brand representation, while also providing exceptional customer service by promptly addressing inquiries, resolving issues, and ensuring customer satisfaction.

Education

Certified Digital Marketing Courses

Practical Accounting Academy (PAA)

Saida, Lebanon
04/2023 – 08/2023

Intermediate Level:

- Explored customer intelligence and mastered SEO strategies for improved online visibility
- Managed Facebook Ads campaigns while developing effective ad strategies

Advanced Level:

- Acquired advanced expertise in creating strategic marketing plans and leveraging data analytics
- Designed effective sales funnels and executed targeted email campaigns
- Skilled in empathy mapping, making data-driven decisions with Google Analytics, and creating impactful email marketing
- Developed advanced knowledge of HubSpot CRM, utilizing its robust features to optimize marketing campaigns and enhance customer engagement

Bachelor of Business Administration in Marketing
Lebanese International University (LIU)

*Tyre, Lebanon
2018 - 2021*

Lebanese Baccalaureate in Sociology & Economics
Al-Bazourieh High Official School

*Tyre, Lebanon
2017 - 2018*

References

Available upon request