



Joanne Ainaty

Marketing Professional with expertise in Social Media Management and Marketing Communications


Results-driven Marketing Professional with a Master's degree in progress in Marketing and a track record of success in various marketing roles. Skilled in social media management, content creation, and executing innovative marketing campaigns.

joanneainaty80@gmail.com 

76330436 

Dekweneh 

linkedin.com/in/Joanne Ainaty 

instagram.com/Joanne.Ainaty 

WORK EXPERIENCE

PR & Communication Responsible Hopital Sacré-Coeur

05/2024 - Present

Baabda

Achievements/Tasks

- Enhanced Public Image, Strengthened Stakeholder Relations, Media Coverage Growth, Internal Communication Improvement, Community Engagement.
- Media Relations, Crisis Communication, Content Creation, Event Planning, Social Media Management, Brand Management, Public Relations Strategy
- Monitoring and Reporting

Personal assistant of the CEO and Marketing Coordinator Spectrum Hospitality Group

10/2022 - 04/2024

Gemayzeh, Beirut

Hospitality management company that operates contemporary and themed heritage restaurants, and guesthouses.

Achievements/Tasks

- Sending and receiving emails texts on behalf of the CEO, data management, acting as a liaison to the clients and other staff members, take minutes of the meetings, organizing daily schedule.
- Gathering data on campaign success, often through collecting audience feedback. Preparing a monthly calendar, managing the social media pages (facebook and instagram), google business account, Supporting the cost control team, in costing the menu items, pricing, fixing the Omenu, etc.

Social Media and Marketing Assistant (Part-Time) Hustle Media

05/2023 - 06/2023

Remotly for Dubai

Social media management and Brand starter kit

Achievements/Tasks

- Develop and execute social media content calendars across various platforms. Create engaging and shareable social media content. Brainstorm and implement creative marketing campaigns and promotions. Assist in developing and executing marketing campaigns
- Conduct market research. Monitor social media analytics and generate reports. Stay up to date with industry trends and best practices in social media marketing and digital marketing

EDUCATION

Dual Degree Master's in International Marketing Universite Saint Joseph and l'IAE de Tours - France

09/2022 - 06/2024

Beirut

Bachelor in Business Administration and Management Universite Saint Joseph

09/2019 - 05/2022

Beirut

SKILLS

Project Management

Communication Skills

Public Speaking

Analytical

Leadership

All software of Microsoft Office

Adobe kit

Active listening

Administrative Skills

Interpersonal skills

Time management

Ability to work under pressure

Customer service

Delegation

Research skills

Budget management

Sales and marketing skills

CERTIFICATES

MYP Certificate of Participation as a Mentor (03/2024 - 03/2024)

MYP Certificate of Excellence (04/2022 - 04/2022)

Model Youth Parliament Certificate of Participation (07/2021 - 07/2021)

Ground 0 Certificate of volunteering (09/2020 - 11/2020)

ORGANIZATIONS

Annunciation Church Jeunesse (10/2020 - Present)

Scout Chief

INTERESTS

Reading

Crossword puzzles

Swimming

Camping

Writing

History

Culinary Arts