



ELIE E. ABOU JAOUDE

MARKETING SPECIALIST

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Marketing professional with experience across media, corporate, and academic sectors: from content creation and brand storytelling to full-scale digital marketing campaign management. Skilled in social media strategy, guerilla marketing, performance marketing, graphics, and data-driven communications, with a proven record of enhancing brand visibility, lead generation, and engagement through innovative digital solutions and AI tools.

WORK EXPERIENCE

Lebanese Canadian University – Admissions & Marketing 2023 – Present

- Manage digital marketing campaigns across Meta, LinkedIn, and Google.
- Create reels, posts, and website content to promote academic programs.
- Track performance metrics, reach, and engagement KPIs.
- Oversee email marketing and CRM communications with prospective students.
- Ensure consistent branding, messaging, and digital identity.
- Lead student recruitment initiatives and school orientation visits.
- Plan and execute university events with digital coverage and social media amplification.

CBM (IBM Business Partner) – Marketing Manager 2021 – 2023

- Developed and executed marketing strategies aligned with IBM's global brand standards.
- Managed digital marketing campaigns across social media, email, and IBM Digital Marketing Platform (IBM DM Portal).
- Created engaging content for web and social media, including visuals, articles, and corporate reels.
- Tracked campaign KPIs and performance metrics to optimize reach and engagement.
- Led branding and identity projects ensuring visual and strategic consistency across channels.
- Planned and promoted corporate events and activations in Lebanon and abroad.
- Drafted sponsorship proposals, company profiles, and marketing collateral for partners and stakeholders.

Manalco Power Protection – Marketing Manager 2019 – 2021

- Developed and executed marketing and communication strategies for the company's power solutions.
- Managed digital marketing operations including social media, content creation, email campaigns, and branding.
- Produced web content and marketing copy for online and print materials.
- Planned and promoted corporate events and exhibitions in Lebanon and abroad.
- Drafted sponsorship proposals, company profiles, and maintenance contracts.
- Conducted sales team training on elevator pitches, client communication, and presentation techniques.

Université Antonine – Marketing & Admissions 2015 – 2019

- Designed and executed student recruitment and marketing campaigns to attract and convert prospective applicants.
- Conducted targeted school outreach and promotional visits to strengthen brand presence and visibility.
- Produced marketing reports and enrollment analytics to measure performance and optimize recruitment strategies.
- Organized on-campus events and open days to enhance engagement and conversion rates.
- Managed the full admissions communication funnel, from inquiries and interviews to applications and follow-ups.
- Delivered personalized consultations with students and parents to promote academic programs and value propositions.
- Oversaw budget allocation and cost optimization for admissions marketing initiatives.

WORK EXPERIENCE

TAKREEM Foundation – Marketing Coordinator

2011 – 2015

- Developed and executed integrated marketing and communication strategies for regional and international visibility.
- Managed digital and social media campaigns across multiple platforms to grow audience reach and engagement.
- Coordinated media advertising campaigns on major outlets including CNN, TV5, Sky News, and regional networks.
- Drafted and negotiated sponsorship agreements and built partnerships with corporate sponsors and media entities.
- Planned and promoted TAKREEM events across the MENA region and Europe (Paris, London, Dubai, Manama, Marrakesh, etc.)
- Supervised creative production and graphic design for publications, banners, books, and TV commercials.
- Supported brand positioning and storytelling efforts, ensuring consistency across all communication materials.

Sinyé Magazine – Executive Officer

2009 – 2011

- Oversaw end-to-end magazine operations, including design, printing, distribution, and sales.
- Led content strategy and editorial creation, producing engaging articles and features.
- Managed the magazine's social media platforms and website, enhancing digital visibility and readership.
- Developed and maintained relationships with advertisers, partners, and sponsors to drive revenue growth.
- Organized promotional events and branding activations to strengthen market presence.

EDUCATION

Université Antonine – Baabda

Bachelor in BA – Marketing (2009)

Collège du Rosaire – Mountazah

Lebanese Bacalaureate – SE (2006)

SKILLS

1. Digital Marketing Strategy & Execution
2. Social Media Management & Campaign Optimization
3. Content Creation
4. Branding & Visual Identity Development
5. Email Marketing & CRM Automation
6. KPI Tracking, Analytics & Performance Reporting
7. SEO, SEM & Website Content Management
8. Event Planning & Promotional Campaigns
9. Sponsorship & Partnership Development
10. Marketing Automation & Lead Nurturing
11. AI Tools & Generative Marketing Technologies
12. Student Recruitment & Admissions Marketing

LANGUAGES

English C2 – French C2 – Arabic C2 – German A1

REFERENCES

Available upon request.