

Jana Mechleb

MARKETING AND ADVERTISING

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Summary

Business Administration graduate with growing expertise in Digital Marketing, Marketing Analytics, and Advertising, combined with solid experience in office management, executive support, and customer relations. Adept at coordinating operations, managing cross-functional projects, and supporting senior leadership in fast-paced environments. Skilled in digital campaign planning, competitor analysis, content development, and event coordination, with a strong ability to streamline processes, strengthen communication, and deliver high-quality results. Known for being detail-oriented, proactive, and adaptable, with strong analytical, organizational, and problem-solving skills.

Work Experience

Office Manager and Executive Assistant, Proximie Nov 2023 – Present

- Managed daily office operations, including scheduling, correspondence, and supply management.
- Provided executive support through calendar management, travel arrangements, and meeting coordination.
- Coordinated special projects, global executive committee meetings and events, ensuring timely and successful execution.

HR Support: supports the people team in UK with employees' records, onboarding processes, policies execution, and general requests and employee assessments in Lebanon.

Marketing Assistant and Sales Support, Proximie Jul 2024 – Sep 2024

- Conducted a competitor analysis of main competitors ahead of events.
- Attended all marketing meetings and agency meetings.
- Worked on the launch plan for a big campaign.
- Prepared a launch campaign brief for the marketing agency and contributed content ideas.
- Drafted campaign support emails.
- Supported with events planning.
- Completed Copywriting of several case studies.
- Collaborated with the marketing manager on various projects, assisting in campaign planning, content creation, and market research.

Customer Service Representative, Loolia (Paralell Health and Beauty LTD) Feb 2023 – Jun 2023

- Handled customer inquiries and resolved issues, ensuring high levels of customer satisfaction.
- Processed orders and returns, maintaining accuracy and efficiency.
- Collaborated with the sales team to upsell products and enhance customer experience.
- Monitored customer feedback and provided insights to improve service quality.

- Managed customer data in the CRM system, ensuring up-to-date and accurate records.

Customer Relations Officer Intern, Arab Bank

Jun 2022 – Aug 2022

- Assisted customers with account inquiries, transactions, and banking services.
- Supported the customer relations team in managing client accounts and documentation.
- Contributed to resolving customer complaints and escalating issues when necessary.
- Gained experience in financial services and banking operations through hands-on training.

Private Tutor, Freelance

Oct 2021 – Jun 2022

- Developed personalized lesson plans and teaching materials to cater to individual learning styles.
- Tracked student progress and provided feedback to help them achieve academic goals.
- Maintained open communication with parents to ensure alignment on educational objectives.
- Improved students' grades and confidence through tailored instruction and support.

Education

Master of Business Administration (MBA), Digital Marketing

Sep 2024- Jun 2026

Université La Sagesse – ULS

- Specialization in: Digital marketing strategies, SEO/SEM, data-driven marketing, digital campaign management, and marketing analytics.

Certified Digital Marketing Associate (CDMA) – Digital Marketing Institute (DMI)

Sep 2024- Jun 2026

Bachelor of Business Administration (BBA), Marketing and Advertising

2021 – 2024

Arts, Sciences and Technology University of Lebanon _ AUL

- Specialization in marketing strategies, consumer behavior, digital marketing, brand management, and advertising techniques.
- Final Project on “Exploring the Influence of Social Media Marketing on Consumer Behavior: A case Study of Cosmaline”.

Additional Information

- Technical Skills: Digital Marketing Tools, Consumer Behavior Analysis, Marketing Strategy, Brand Management, Paid ads management, Content Creation, Data analysis, Project Management, HR Coordination, Event Planning and Coordination, CRM Systems.
- Soft Skills: Effective Time Management, Ability to work under pressure, Fast learning, Good Communication, Problem Solving, Attention to Detail, Customer-Centric, Leadership.
- Languages: English, Arabic, French
- Certifications:
 - Basics of Digital Marketing – UniAthena in Partnership with Cambridge International Qualifications, UK.
 - Basics in Human Resource Management – UniAthena in Partnership with Cambridge International Qualifications, UK.
 - Diploma in Human Resource Operations – UniAthena.