

# Elissa El Ramy

## Marketing Executive

### Contact Information

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### Education

#### American University of Science and Technology (AUST), Beirut, Lebanon

Bachelor's Degree in Marketing with emphasis in Digital Marketing (2020 – 2023)

#### Academia de Studii Economice (ASE), Bucharest, Romania

Erasmus Exchange Program (02/2023 – 07/2023)

### Key Skills

- Social Media Management
- Marketing Strategies
- Content Design
- Content Calendar
- Strong Communication Skills
- Customer Service Excellence
- Client Relations Management
- Organization Skills
- Time Management
- Multitasking

### Software Skills

- Microsoft Office Suite (Excel – PowerPoint – Word)
- Meta Business Suite
- Ads Manager
- Microsoft Power BI

Marketing Executive with 2+ years of experience in brand campaigns, digital marketing, and cross-functional coordination. Skilled in supporting product launches, managing multi-channel content, monitoring performance metrics, and developing strategic collaborations.

Experienced in distribution planning and e-com channel positioning, with strong analytical, organizational, and communication skills.

### Work Experience

#### Freelance Marketing Executive - Dusk Socials (Media Agency) | Harika Production (Production House) | Independent Clients

08/2025 – Present

- Leading and supporting the execution of integrated brand campaigns, promotional events, and cross-industry collaborations across fashion, F&B, and lifestyle brands.
- Collaborating with agency and production teams to develop creative concepts, coordinate shoots, and ensure timely delivery of on-brand marketing assets.
- Developing and managing monthly content calendars aligned with seasonal trends, national and international events, and key commercial moments.
- Initiating and managing B2B brand collaborations to expand reach, enhance visibility, and strengthen market positioning.
- Preparing campaign presentations and marketing reports, conducting post-campaign follow-ups to evaluate performance and guide future strategy.

#### Marketing Executive • Digital Edge Academy, USA

11/2025 – Present (Part-time, remote)

- Supporting business development initiatives by researching industry groups, partnerships, and networking channels to generate qualified leads and expand client acquisition.
- Creating and scheduling strategic content across LinkedIn, FB, and YouTube, leveraging AI tools to optimize efficiency and engagement.
- Developing campaign content supporting educational launches, webinars, and promotional initiatives.
- Monitoring lead pipelines and performance metrics, providing insights to improve conversion rates and campaign effectiveness.
- Managing marketing funnels and CRM systems (GHL) to track client pipelines, scopes of work, and campaign progress.

- Google Workspace (Docs – Slides – Sheets – Forms – Calendar – Meet)
- Canva & Capcut
- Slack
- Asana & Trello

## Certifications

- Training completion from Maharat Google - Fundamentals of Digital Marketing
- Marketing in a Digital World (University of Illinois)
- Digital Marketing Analytics in Theory (University of Illinois)
- Digital Marketing Analytics in Practice (University of Illinois)
- Digital Media and Marketing Principles (University of Illinois)
- Digital Media and Marketing Strategies (University of Illinois)
- Digital Strategy and Business Opportunity (DMI)
- Digital Channel Planning and E-commerce strategy (DMI)
- Certified Customer Experience Professional by CXPA.

## Languages

- Arabic (*Native*)
- English (*Fluent*)
- French (*Fluent*)
- Romanian (*Beginner*)

***References and portfolio available upon request.***

### **Media and Communications Assistant • UNFPA, Beirut**

*08/2025 – 01/2026 (Full-time project, on-site)*

- Drafted, edited, and proofread internal and external communication materials, including newsletters, press releases, campaign content, and executive messaging.
- Supported the planning and execution of awareness campaigns and on-ground events, assisting with communication briefs, presentations, and promotional materials.
- Monitored media coverage and digital engagement metrics, preparing summary reports and actionable insights to optimize communication performance.
- Contributed to storytelling initiatives by gathering field content, drafting impact stories, and coordinating visual asset creation for events and activations.
- Collaborated with cross-functional teams to ensure consistent, on-brand messaging and accurate content publication across digital platforms.

### **Marketing Executive • Portland Group, Zahlé, Lebanon**

*02/2025 – 12/2025 (Full-time, hybrid)*

- Supported the planning and execution of brand campaigns, marketing events, and promotional activities across multiple fashion and entertainment brands.
- Coordinated with creative teams, photographers, and external partners to ensure consistent brand positioning and on-brand asset delivery.
- Developed and managed content calendars aligned with seasonal launches and marketing objectives.
- Monitored social media performance and provided insights to optimize engagement and campaign effectiveness.
- Managed influencer outreach and collaboration initiatives to increase brand visibility.

### **Marketing Executive • Digital Revamp LLC, USA**

*04/2024 – 01/2025 (Full-time, remote)*

- Drafted scopes of work for social media campaigns and digital strategies, supporting the promotion of company services.
- Developed and managed content calendars aligned with broader marketing campaigns and brand strategies.
- Collaborated cross-functionally to implement social media strategies aligned with company and client objectives.
- Participated in US & MENA client meetings, contributing strategic input and managing follow-up communications.
- Developed a distribution plan for a U.S.-based brand, identifying optimal retail locations and online resellers (including Amazon and Sephora) to maximize visibility and market penetration.