



## Jana El Ahdab

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Lebanon | +961 71 718128 | [janahdab@gmail.com](mailto:janahdab@gmail.com) | [LinkedIn](#)

### Professional Summary

Communication specialist with experience in luxury retail, PR outreach, and international brand support. Skilled in building meaningful client relationships across cultures, creating compelling storytelling, and contributing to cross-functional marketing efforts. Multilingual, adaptable, with hands-on experience in both in-person, and remote environments across Europe and the Middle East.

### Core Competencies

- Client Engagement & Upselling
- Multilingual Customer Communication
- Content Strategy
- Public Relations & Influencer Outreach
- Campaign Coordination Content
- Luxury Retail Operations

### Experience

#### Sanabel El Nour NGO - Lebanon

##### HR & Talent Acquisition coordinator | March 2025 - December 2025

- Supported the entire hiring process by coordinating interviews, maintaining candidate databases, posting jobs, and ensuring a smooth candidate experience.
- Handled logistics, updated Applicant Tracking Systems (ATS), prepared offer letters, and helped with onboarding.

#### Swarovski – Champs-Élysées, Paris, France

##### Marketing & Sales Associate | Aug 2024 – Jan 2025

- Delivered luxury-level customer service in a flagship store, assisting French, English, and Arabic-speaking clients with multilingual support and tax-free billing
- Drove over €30,000 in monthly revenue by exceeding individual sales targets and managing 200+ transactions during peak months.
- Engaged with a diverse international clientele, building long-term brand trust and converting inquiries into purchases through personalized communication.
- Recommended complementary products and promoted seasonal offers to increase average transaction value and improve customer experience.
- Supported visual merchandising adjustments during high-traffic periods, contributing to optimal boutique presentation and sales flow.

#### Maria Galland – Paris, France

##### International Marketing Assistant (Internship) | Sep 2023 – Dec 2023

- Assisted in implementing international marketing strategies to support skincare product distribution across European markets.
- Coordinated internal visits and travel logistics for German team delegations, ensuring smooth on-site collaboration.
- Created and translated marketing documents for German and Spanish partners, maintaining brand tone and alignment with local markets.

## **Izdihar NGO – Beirut, Lebanon**

### **Communication & PR Specialist | July 2021 – Aug 2022**

- Produced content and voiced scripts for awareness videos to attract partnerships and increase visibility of community support efforts.
- Helped expand donor outreach for a food security project delivering over 6,000 bread bags monthly to underserved communities.
- Coordinated communication between stakeholders, securing collaboration with a marketing agency to support campaign delivery.
- Prepared reports and presentations used in donor meetings and NGO-partner relations.

## **Sharekna MENA**

### **Communication & PR Intern – Remote | Mar 2021 – June 2021**

- Reached out to and secured collaboration with 7 influencers to produce awareness content related to youth and career development.
- Managed coordination and scheduling with creators, ensuring timely delivery of content for social campaigns.

## **RoundTrip Agency – Remote**

### **Digital Marketing Intern | Feb 2021 – May 2021**

- Contributed to content strategy development by building customer personas and participating in SWOT analysis sessions.
- Led daily Instagram Stories takeover, increasing follower interaction and engagement by 50–60% through targeted content.

## **Phoenicia IHG Hotel– Beirut, Lebanon**

### **Guest Relations Coordinator | Sep 2018 – Jan 2021**

## **Four Seasons Hotel - Beirut, Lebanon**

### **F&B Intern | Summer 2016**

## **Education**

### **École de Management de Normandie, Paris, France**

- Master of Science in Luxury Brand Management & Marketing | 2024

### **University of Balamand, Koura, Lebanon**

- Bachelor Degree – Business Administration and Hotel Management – High Distinction | 2018

## **Technical Skills**

- Google Ads, Meta Business Suite, Trello
- Canva, Google Docs, Google Slides
- Google Sheets, Excel
- Deepl, Sharepoint
- Partoo

## **Languages**

- Arabic, Native
- English, Full Proficiency
- French, Full Proficiency
- Turkish, Basic Proficiency
- Spanish, Basic Proficiency

## **TV/Radio Skills (radio/tv at University of Balamand)**

- **Storytelling**, creative writing (**poems, reflections**)
- **Radio broadcasting, Voice Over & Acting**
- Content production & coordination
- Research & Prep, **Strong Arabic reading skills**