

LANA MNEIMNEH

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EDUCATION

Lebanese American University, Beirut, Lebanon Sept. 2025 – Jun. 2027
Master of Business Administration

Lebanese American University, Beirut, Lebanon Sept. 2021 – Dec. 2024
Bachelor of Sciences in Business Studies - Emphasis in Marketing- **Honor List**
Minor in Advertising & PR

Collège Louise Wegmann, Beirut, Lebanon Sept.2006 – June. 2021

WORK EXPERIENCE

Jul. 2025 – Present – **Channel Me Media, Dbaye, Lebanon**

Position: Account Manager & Content Creator

- Serve as the primary point of contact for multiple clients, ensuring smooth communication and project alignment.
- Develop and share full monthly content calendars tailored to each client's brand strategy.
- Plan and direct monthly photo and video shoots, providing creative direction to photographers and videographers.
- Collaborate closely with editors to guide post-production and ensure content matches brand vision.
- Curate, prepare, and deliver final content to clients for approval before scheduling and publishing across social media platforms.
- Manage end-to-end posting on social media channels, maintaining brand consistency and engagement.
- Design and propose offline brand activations to complement digital marketing campaigns.
- Develop and implement boosting/paid advertising strategies to maximize reach and ROI.
- Create comprehensive marketing strategies to support long-term client goals.

Mar. 2024 – Jun. 2025 – **Arabian Wanderers, Dubai, UAE**

Position: Marketing & Operations Coordinator

- Managed content creation and scheduling across Instagram, TikTok, LinkedIn, the website, YouTube, WhatsApp, and other platforms.
- Provided customer service through Zendesk, resolving inquiries and ensuring client satisfaction.
- Designed and executed influencer marketing campaigns, including content creation and outreach.
- Developed and launched email marketing campaigns via Mailchimp.
- Aligned and maintained branding consistency across all platforms.
- Created and managed data organization using Excel sheets.

SKILLS

COMPUTER: Microsoft Office (Word, Excel, Power Point) – Meta Business Suite – Canva – Mailchimp

LANGUAGES: French, English, and Arabic (Fluent)