

JANA EL KATERJI

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EXECUTIVE SUMMARY

Junior digital marketing assistant with hands-on experience in campaign reporting, KPI tracking, and dashboard creation to support data-driven decision-making. Experienced in collecting, organizing, and analyzing performance data while collaborating with influencer and performance marketing teams in fast-paced environments. Detail-oriented, analytical, and eager to grow within metrics-focused, high-impact roles.

SKILLS

Dashboard Creation – Campaign Reporting – Data Collection – Cross-Functional Collaboration – Meta Business Suite – Microsoft Office

PROFESSIONAL EXPERIENCE

07/2025 – Present **Junior Digital Marketing Assistant – ITP Media Group - Beirut, Lebanon**

- Supported influencer marketing campaigns through reporting and KPI tracking
- Prepared campaign performance reports
- Collected and organized raw data in Google Sheets and Excel
- Built and updated performance dashboards (Looker Studio)
- Tracked campaign deliverables and performance updates
- Supported performance marketing team with data collection and reporting

05/2023 – 08/2023 **Program Management Intern – Publicis Groupe (Leo Burnett), Beirut, Lebanon**

- Monitored the use of Smart Recruiters to track and support recruitment efforts for program-related positions.
- Provided organizational support to streamline day-to-day operations and ensure smooth project execution.
- Managed intern onboarding logistics, collecting necessary documentation, and facilitating smooth communication between new recruits and their supervisors.

11/2022 – 04/2023 **Treasurer - Help a Girl Out – Women Health Initiative, Beirut, Lebanon**

- Managed the initiative's financial records, ensuring accurate tracking of donations and expenses.
- Prepared budgets and expense reports to guide funding allocations for outreach programs.
- Collaborated with team members to organize awareness campaigns, effectively utilizing allocated resources.
- Played an integral role in securing funding by building relationships with NGOs.

05/2021 – 09/2021 **Accounting Intern – ARZ Autoparts, Beirut, Lebanon**

- Supported day-to-day bookkeeping, including recording transactions and reconciling financial statements.
- Conducted inventory checks to ensure accurate tracking and valuation of stock.
- Assisted the accounting team in preparing invoices and ensuring timely payment processing.

EDUCATION

09/2020 – 05/2024 **BS in Business Administration – American University of Beirut (AUB), Beirut, Lebanon**

Class of 2020 **High School Diploma – SABIS- International School of Choueifat, Choueifat, Lebanon**

CERTIFICATIONS

- Smart Recruiters Certification – Marcel Completed
Acquired Expertise in talent acquisition and recruitment strategies
- Digital Marketing Fundamentals – Udemy Completed
Proficient in using Google Analytics, market research, social media management, and Meta Business Suite

LANGUAGES

- English (Fluent)
- Arabic (Fluent)