

DANA YAZBIK

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ABOUT

Advertising professional with two years of experience across creative and communication departments, contributing to major campaigns for brands like L'Oréal, Garnier, Kérastase, NYX Professional Makeup, Charlotte tilbury and CeraVe.

I focus on bringing campaigns to life from concept to execution, ensuring creative ideas are effectively communicated and delivered with impact.

WORK EXPERIENCE

Communication & Creative Officer – The Brandizers, Beirut 2023-2025

- Worked across communication and creative departments to translate strategy into bold, story-driven campaign ideas.
- Contributed to ideation, and concept development for regional campaigns across beauty, fashion, and FMCG brands including L'Oréal Paris, Charlotte tilbury, Garnier, and NYX.
- Supported creative processes through research, idea generation, and the preparation of creative decks for client pitches and campaigns.
- Collaborated closely with production teams and clients to align on creative direction, messaging, and timelines from brief to execution.

Social Media Manager - Freelance 2022-2023

- Managed multiple client accounts across major platforms including Instagram, Facebook, and TikTok, ensuring consistent brand voice and audience engagement.
- Handled customer inquiries via direct messages and comments, maintaining high levels of customer satisfaction and engagement.
- Created, scheduled, and published compelling content, including graphics, captions, and hashtags, tailored to each client's brand and target audience.

Sales Associate – Women'secret- ABC Verdun 2021-2022

- Consistently achieved and exceeded individual sales targets through strategic upselling and cross-selling techniques.
- Recognized as one of the top 3 sales performers across all branches for several consecutive months.
- Handled customer inquiries, complaints, and returns with professionalism, contributing to a positive in-store experience.

EDUCATION

Lebanese International University (LIU) 2020-2024

Bachelor's Degree in Advertising and Communication Arts

GPA: 3.6

Workshops: Creative ideation and communication strategy for social media content / TVC Creative ideation and narrative design.

SKILLS

Creative Ideation | Concept Development | content creation | Communication | Social Media Management | Research & Insight Gathering | Time Management

LANGUAGE

Arabic – Native | English – Fluent | French – Basic