

YASMENA DBAIBO

Bchamoun 
+961-78852258 
dbaiboyasmena@gmail.com 
Yasmena Dbaibo 



ABOUT

Marketing Assistant with hands-on-experience in content creation strategy building and data analysis. Worked with international teams across different projects managing content, collaborations and day-to-day marketing execution. Supports marketing strategies through research, content planning, and structured execution. Experienced in building content calendars maintaining consistency and aligning messaging with brand direction. Brings a balance of creativity and analytical thinking through experience in data auditing and reporting.

Focused, reliable and quick to adapt in fast-paced environments. Driven by continuous learning and committed to improving both performance and results over time.



EXPERIENCE

Marketing Assistant | LeperX LTD – London – Remote

JULY 2023 – March 2026

- Coordinated collaborations and partnerships ensuring smooth execution and aligned timelines.
- Managed communications with guests, partners and team members to track progress and maintain workflow clarity.
- Supported in the development and execution of marketing strategies through research, market analysis and content planning
- Built content calendars to ensure consistent posting across social media platforms.
- Wrote and optimized social media captions aligned with brand voice and audience engagement
- Supported content planning and generate content ideas to improve audience growth and maintain a consistent brand voice.

Bill Auditor & Data Analyst | F&D Partners – US New York – Remote

JULY 2024 – JULY 2025

- Audited billing records to ensure accuracy, compliance and financial consistency with client payments.
- Identified and reported discrepancies including unpaid and overdue accounts to executives.
- Managed over 200 client accounts maintaining accurate and organized financial data.
- Entered and validated data using Excel to ensure accurate reporting.
- Monitored account activities and flagged irregularities to improve tracking and control.
- Improved workflow efficiency by organizing data processes and reducing manual errors.

Community Manager | PODOM

DECEMBER 2023 – February 2024

- Reached out to professionals and organizations for collaborations.
- Engaged and manage the community to ensure consistent activity.
- Set schedules and plan future workshops and gatherings



EDUCATION

Bachelor of Business Administration in Marketing and Advertising | Rafik Al

Hariri University – Lebanon Mechref

DATE: SEPTEMBER 2023 – JUNE 2026

GPA: 87.6

Lebanese BACC 2 | Al Iman - Zarif

2008 – 2023

Life Science



Skills

- Data Entry
- Data Analysis
- Attention to Detail
- Market Research
- Social Media Management
- Content Marketing
- Lead Generation
- Organizational Skills
- Fast Learning
- Adaptability to Change
- Problem Solving
- Tools: Microsoft, Canva and Adobe (Basic Photoshop & Illustrator)



VOLUNTEERING

Social Media Manager | Personal Development Society – RHU

2024 – 2025

- Created and managed social media content aligned with the club's messaging and activities.
- Planned and executed a content strategy to support engagement and visibility.
- Handled outreach to speakers and collaborators supporting PR and building relationships.
- Supported event management including coordination and content coverage.

Secretary | Public Speaking & Communications Club – RHU

2024

- Assisted in organizing and managing events and workshops.
- Coordinated schedules and ensured smooth timing and execution of activities.



WORKSHOPS AND CERTIFICATES

Certificate in: Fundamentals of Project Management

February 2024

Google course, powered by Coursera

Online

Personal Development Workshop: Untap Your Potential

September 2023

Live Seminar

Hamra, B.Hive

Certificate in: Digital Marketing Unveiled

July 2023

Online Workshop

Zoom



LANGUAGES

Arabic: Native Speaker

English: Fluent



AWARDS

Honor listed on The Dean's Honor list – RHU



REFERENCES

Available upon request