

# DANA SFEIR

## Digital Marketing Specialist

### PERSONAL PROFILE

I am a digital marketing specialist for a leading Australian E-commerce agency. We work with businesses across various industries to deliver their digital strategy which entails interacting directly with business partners, developing and maintaining strong on-going relationships, and looking for opportunities to improve client satisfaction and experience. Although I began my journey in digital marketing, I am willing to explore other career opportunities and goals.

### CONTACT DETAILS

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### SKILLS AND ABILITIES

- Social Media
- Google Analytics, Google Adwords
- Facebook Ads Manager
- E-mail Marketing (Hubspot, Mailchimp)
- BigCommerce
- Microsoft Word, Excel, Powerpoint
- Strong communication and interpersonal skills
- Creativity
- Self-management

### OTHER

- I am bilingual and can speak fluently in English and Arabic.
- I believe strongly about maintaining a balance between work, health, and physical and social activity.
- I am infatuated with the world of digital influence.
- Constantly seeking new adventures, breaking boundaries and learning new things.

### EMPLOYMENT HISTORY

#### Digital Marketing Specialist

Random DoBetter | September 2018 - Present

Manage the digital marketing activities of international clients - involves creating digital marketing strategies, planning and executing campaigns, conducting daily, weekly and monthly reports on clients' performance and ensuring that sales targets are met. Other responsibilities include: creating content calendars, creative briefs, SEM and e-marketing campaigns, social media ads and account management.

#### Social Media Intern

Raafat Karimeh | Summer 2018

Managed the social media accounts for the Lebanese designer Raafat Karimeh, which involved creating a social media strategy for a 3 month period. Some of my responsibilities included content creation, posting on social media, social ads execution and monitoring, organizing photoshoots and assisting in exhibitions.

### ACADEMIC PROFILE

#### American University of Beirut

BA in Business Administration, Class of 2018

- Marketing Concentration
- 3.2 GPA
- Head of Marketing, Net Impact Club

#### Concordia University, Montreal

John Molson School of Business, Fall 2017

Completed a study abroad program in Canada to explore a unique academic and cultural experience.

#### American International School of Kuwait

Graduated Class of 2014  
IB Certificate Program