
CAROL HARB

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Corporate Webmaster

Work experience

July 2015 - Dec 2017

Corporate Webmaster

Aramex International (UAE)

- UX/UI of aramex.com
 - Worked directly with stakeholders on enhancing the user experience of main functionalities on the website to assess and respond effectively to consumer needs and plan high impact targeted solutions
 - Migrated global websites to the new content management system (Sitefinity)
 - aramex.com was recognized among top 5 websites of the quarter - May 2017 , 4 months after site was launched in January
- SEO and Content Management
 - Implemented SEO optimization strategy in liasion with SEO experts adding greater insight into web performance- 24% increase in page views
 - Increase in organic traffic by 15% compared to same period last year after the launch of the revamped website
 - Slashed website abandonment (i.e bounce rate) 10% by overhauling web functionalities including responsiveness
- Mobile Application
 - Led the full range of mobile, testing and rollout of Aramex Consumer App on iOS and Android

Feb 2015 - June 2015

Business Development

Aramex International (UAE)

- Worked closely on uplifting TAQTAQ website, Aramex's e-commerce platform
- Managed information architecture, design and enhanced user journey of payment and signup methods on website
- Led all cross departments activities for e-commerce and marketing projects
- Built and maintained strong relationships and partnerships with merchants and vendors in the e-commerce market
 - This led to a increase in by 15% of leads

Feb 2014 - Jan 2015

E-commerce - Marketing Representative

Aramex International (UAE)

- Developed a full year marketing plan with the e-commerce manager this increased marketing efforts by 10%
 - Worked closely with Shop and Ship station managers on marketing requirements on a global level
 - Created marketing briefs with managers
 - Designed and created e-mail campaigns with marketing agencies
- Shop and Ship bank merchants
 - Created tailored promo codes for banks and this increased customer subscription by 15%
- Maintained the Shop and Ship website
 - Expanded and created tailored websites for South Africa and Australia due to legal brand restrictions
- Social Media Leader
 - Managed social media accounts

Education

2009 - 2013	Bachelor of Science (BSc), Design Management <i>American University of Sharjah (AUS)</i> Sharjah, UAE
2018 - 2020	Master of Business Administration (MBA) <i>American University of Beirut (AUB)</i> Beirut, Lebanon

Skills

Website Strategy and UX design	<div><div></div></div>
SEO	<div><div></div></div>
Social Media	<div><div></div></div>

Languages

English | Full professional proficiency
Arabic | Full professional proficiency
French | Elementary proficiency