

Mary-Jane El-Hachem
St. Lourdes Street, Youssef Melhem Building 3rd floor Jounieh-Lebanon
(+961) 70-204717 / mjelhashem@gmail.com

EDUCATION

Bachelor of Business Administration; May 2016
Concentration in Marketing
Holy Spirit University of Kaslik (USEK), Kaslik, Lebanon

EXPERIENCE

Marketing and Communications Manager

Hike to Cure (Non-Profit Organization); Lebanon; March 2018 – Present

- Develop and deliver creative marketing and communication strategies, plans and approaches
- Develop digital and media strategies
- Manage the Social Media platforms

Social Media Executive-Freelance

Mindshare MENA; Sodeco, Lebanon; February 2018 - Present

- Monitor the social media platforms, engage with users and respond to the comments
- Conduct monthly reports

Social Media Executive-Freelance

March 2017-Present

- Manage the social media channels for an Architectural firm, a gypsum and steel manufacturing group and a Non-profit Organization
- Optimize the social media platforms
- Monitor the social media platforms, engage with users and respond to the comments
- Allocate the paid budget and promote the posts

Social Media Executive

Mindshare MENA; Sodeco, Lebanon; June 2016 - February 2018

- Manage the social media channels for brands in the following industries: Consumer Products, FMCG (Food Processing, Food and Beverage, Baby Food and Dairy), Apparel and Advertising and Marketing
- Research social media trends to improve social media presence and campaign efficiency
- Develop engaging, creative and innovative content for regularly scheduled or agile posts
- Build and execute social media campaigns and communication strategies
- Set up and optimize the social media platforms
- Monitor competitor social media sites and create competitor analysis reports

- Contribute to the agency blog on a weekly basis
- Monitor the social media platforms, engage with users and respond to the comments
- Allocate the paid budget

Social Media Moderator-Freelance

Mindshare MENA; Sodeco, Lebanon; March 2015 - July 2017

- Moderate and monitor user-generated content for several social media accounts in the MENA region under the following industries: Automotive, FMCG, Retail, Financial institution and Telecommunication

Promoter

Kristie's Agency; Ghadir, Lebanon; February 2014 - February 2015

- Promoted a brand of cigarettes at Supermarkets and retail stores

Internship

Memac Ogilvy; Sin El Fil, Beirut, Lebanon; November 2014 - December 2014

- Social Media: Content Creation

Social Media and Reservation Coordinator

EL Rancho; Ghodras, Lebanon; August 2014 - November 2014

- Content Creation
- Community Management
- Managed accommodation, games and restaurant reservations

Salesperson

Thomas Sabo; ABC Dbaye, Lebanon; July 2013 - December 2013

Salesperson (Support)

Stradivarius; Kaslik, Lebanon; February 2013

Hostess for Weddings (2010 - 2014)

SKILLS & ABILITIES

Communication Skills

Read, write and speak Arabic and English fluently

Computer Skills

- Microsoft Applications: Word, Excel, Outlook and Power Point
- Social Media Tools: Engagor, Social Studio, Radian 6, Sprinklr, Opal, Socialbakers, Crimson Hexagon
- Facebook Ads Manager and Facebook Business Manager

- Photoshop: Basic skills

Certifications

- Facebook BluePrint Training; October 2016
- Facebook BluePrint Training; September 2017
- Facebook BluePrint Online Training for Advertising; May 2017 - December 2017
- Circus Street Online Interactive Media and Marketing Training; September 2017 - December 2017

Honors and Awards

- USEK Marketing Competition Initiative 2015 - 1st prize Winner
- USEK Marketing Competition Initiative 2016 - 1st prize Winner