

JONE KANAAN

MARKETING COORDINATOR

CONTACT

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NATIONALITY

- Canadian
- Lebanese

SKILLS

- Google Analytics Certified
- Google Ads certified
- Facebook Blueprint
- Content development
- Copywriting
- Blogging
- Account management
- Layout design
- Market research
- Budgeting

LANGUAGES

- English (Fluent)
- Arabic (Fluent)

EDUCATION

CARLETON UNIVERSITY
BACHELOR OF COMMERCE
MARKETING CONCENTRATION
2013 - 2017 | OTTAWA, CANADA

BROUMANA HIGH SCHOOL
HIGH SCHOOL DIPLOMA
2010 - 2013
BROUMANA, LEBANON

EXPERIENCE

E-COMMERCE COORDINATOR @ BOTELLA

FATTAL GROUP | MAY 2019 - CURRENT

- Gathering data on Product Portfolios through Brand Managers, Marketing Team and Communication. Digital contents (develop social media calendars, blogs, electronic direct mails, website content, copywrite for any ads...)
- Building a full-year Marketing Plan through consistent Market Analysis exercises.
- Tracking sales data and consumer behavior on a daily basis to build marketing activations that increase conversion rates.
- Creating ads according to customer behavior online that improve the customer experience, conversion rate and average basket.
- Planning an online incentive program to retain consumers and build a loyal customer base while coordinating with the offline Marketing activities.

MARKETING COORDINATOR @ JOHNSON & JOHNSON

FATTAL GROUP | MAY 2019 - CURRENT

J&J Brands: Johnson's Adult, Johnson's Baby, Listerine, Carefree, Clean & Clear, Neutrogena

- Managing and tracking budget. Monthly promotional calendar that will be distributed across all channels according to sell-out data. Cost vs. Selling Prices to ensure utmost results.
- Collection and analysis of monthly sales results to track performance and continuously improve any issues. Aligned in-store marketing activation with PR mechanics to maximize awareness and reach.
- Ensure market was always listed by going on weekly visits.
- Monthly and quarterly reports on all marketing activations. Executed marketing message through different branding to increase demand and product attraction.
- Reviewed promotional effectiveness with Sales Team in different trade outlets through in-depth research on market, competitors, target audience for future strategic approaches.
- Ensured promotional kitting aligns with brand strategy and required materials are available in the process completion prior to market dispatch.
- Setting strategies across J&J's portfolio in consultation with Marketing Manager and Sales Manager.

DIGITAL MARKETING SPECIALIST

RANDEM. DO BETTER | AUG 2018 - MAY 2019

- Content creation for clients' online platforms which include: Social Media Calendars, SEM display, Email Design, Website Design.
- Used Hubspot to manage clients' customers and get promotions integrated across different platforms.
- Worked through Big Commerce & Epi server's backend to track clients' monthly sales. Allocated promotions according to results.
- Created geo-locational and age specific ads through Ads Manager(FB, IG, Audience Network) and Google Ads (Youtube, Display, Shopping, Google)
- Worked directly with designers and web developers to create content for different clients' social media platforms, and websites.

Executed promotional e-mails 2-3 times per month in order to drive online sales through client websites.

DIGITAL MARKETING

CURLY BRACKETS | MAR 2018 - JUL 2018

- Executed AdWords campaigns using accurate keywords & geographical strategies. Built CPC, CPA and CPM campaigns for clients.
- Organized FB&IG ads for clients. Planned promotional campaigns for future events.
- Planned MailChimp e-mails to send to clients' customers.
- Worked with multiple client projects such as Hyundai, Dalal Steel, Ssang Yong, Changan, Orangetheory Fitness, Geely, Nad's Reviews & The Fit House. Learnt the different marketing skills needed to target the right crowd for each unique market.
- Constantly improving industry workflow by coordinating different creative ideas for promotional programs for clients.

PR INTERN

J. WALTER THOMPSON | JUL 2016 - AUG 2016