

## ANNA GEAGEA

30.06.1987

Lebanon, Sarba • +961 76 075 503 • [geagea.anna@gmail.com](mailto:geagea.anna@gmail.com)

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Experienced digital marketer with a creative flair and strong leadership skills. Over than 8 years of professional experience in Digital Marketing & Sales, with the last 2 years - in a managerial position. Looking for a senior role in the field of Digital Marketing within a reputed company with a clear vision and values.

### Core competencies & skills:

Digital strategy – Social Media Management – Online Advertisement - Facebook Marketing –Content Marketing - Google AdWords – Analytical Skills – Leadership – Strategic thinking - Creativity - Project Management – Budgeting & Planning – Sales & Product Packaging – Marketing Strategy – Brand Management – PR

**Education:** Master Degree in Translation and Philology (English-Greek) - Mariupol State University of Humanities 2009; Certificate in Marketing & Public Relations – Mariupol Business School, 2009

**Languages & Computer skills:** English (expert), Arabic (spoken); Adobe Photoshop, Adobe Illustrator (advanced), MS Office (expert)

**Nationalities:** Lebanese, Ukrainian

**Marital status:** Married, 1 child

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## Professional Experience

**One Digital-R1L Media, Dubai-Ukraine**

**September, 2017 - present**

**Role:** Chief Digital Officer/ Operations Director

**Company brief:** One Digital is a full-service digital agency providing a wide range of marketing services to its clients worldwide. The company owns and manages a 12 million Facebook page, R1L Media, which is among the world's Top 50 media publishing companies. This role is a continuation of my growth within the same company.

### Key responsibilities:

Responsible for the company's day-to-day operations and strategic growth. In particular:

- Recruiting, training and supervising new team members. Handling payrolls and all financial documentation.
- Acting as a Leader, motivating the team to perform, analyzing & providing constructive feedback and new ideas.
- Managing good relationships with VIP clients and partners, closing large-scale deals.
- Developing Social Media & Online Advertisement strategies for new clients and training PMs on its execution.
- Overseeing the work of PMs and making sure the clients' expectations are met and exceeded.
- Developing the concepts for business presentations, corporate videos, sales tools, etc. Communicating with the creative team & managing execution.

**Key achievements:** Launched One Digital corporate website, assisted in achieving the name change for an 11-million Facebook page, and in developing a new brand identity for R1L Media (the spin-off from Radio One Lebanon). Over the course of 2017, pitched and closed 30+ deals bringing more than \$150,000 to the company. Maintained excellent performance of R1L Media Facebook page which resulted in a Video Ace award twice in a row as a World's Top 50 Media Publisher.

**Radio One Lebanon, Brummana****January, 2016 –September, 2017****Role:** Social Media Director

**Company brief:** Radio One Lebanon is a leading English speaking radio station in Lebanon, which took the course of becoming a global media publishing company after I joined the organization.

**Key responsibilities:**

- Developing the company's digital media strategy.
- Establishing a fully operational and well-organized digital media department.
- Developing daily content for Radio One Lebanon's Breakfast Show and Drive Time social media.
- Managing a team of writers, scheduling managers, and website content managers.
- Creating corporate presentations and reports.
- Creating the company's product portfolio, supporting it with sales tools & establishing sales pipeline.
- Generating leads and closing deals with music artists and brands interested in viral marketing services.

**Key achievements:** Radio One Lebanon's Facebook page grew from 1.6 million to 10 million fans in 1 year, and ranked #17 in the world among video content creators in 2017. The company was the first Facebook media in the world to offer innovative paid promotions to Music Artists.

**Freelance Marketing Consultant, Lebanon****June 2014 – January 2016**

**Brief:** Providing valuable marketing services to a number of clients in the field of beauty, construction, F&B, interior design, and others.

**Key responsibilities:**

- Assisting in developing brand identity.
- Overseeing the creation of corporate websites, marketing materials and corporate presentations.
- Managing clients' social media accounts and online advertisement.
- Assisting in the development of marketing campaigns and organizing various events.

**Medispa Solutions, Lebanon****October 2012 – May 2014**

**Role:** Marketing Manager (beauty products, wholesale)

**Key responsibilities:**

- In cooperation with GM, establishing marketing department at the company including job description, procedures, long and short-term planning of department operations.
- Developing creative marketing concepts to create brand awareness among the target audience.
- Handling sales and customer relations management.
- Digital Media strategic planning, daily management and performance analytics.
- Developing the company's marketing materials (brochures, social media campaigns, advertising artworks, business cards, etc.).
- Working on the company's website project (research, SEO, content creation, etc).
- Working closely with GM on expansion to the Middle East.
- Handling of product export logistics to UAE and Qatar.

**Visual Interactive Media, Hamra-Beirut****February 2012 – October 2012****Role:** Marketing Executive / Online Marketing Manager

**Brief:** VIM was a leading interactive media technologies provider, offering its clients innovative approach and top-of-the-notch services. (Mobile app development, augmented reality, interactive displays, etc.)

- Working closely with GM on setting up the company's marketing strategy and KPIs.
- Working on the company's products positioning (copywriting, product presentations, brochures, etc.)
- Working closely with the developers on the company's website production.
- Managing relations with print media (writing & distributing press-releases, tracking and filing publications).
- Keeping company's portfolio up-to-date.
- Managing the company's social media channels and online advertising campaigns.

**Piaff Boutique, Clemenceau-Beirut****May 2011– February 2012****Role:** Marketing Executive

**Brief:** Piaff is one of the most reputed brands within luxury retail field in the Middle East. Being a part of Piaff's marketing team, I gained valuable experience in media relations, marketing operations, graphic design, and other area.

- Creating and editing external and internal marketing materials.
- Cooperating with advertising agencies to create and implement company's advertising campaigns.
- Establishing and maintaining good relations with target media resources, proving local media with relevant and up-to-date information on the company's products and news.
- Short term and long term planning of the marketing department operations.
- Monitoring marketing trends and conducting various researches.
- Analyzing sales and creating reports.
- Managing online website project.
- Managing company's Facebook Page, from planning to execution and community management.
- Taking product pictures, re-touching the images in Photoshop CS4.
- Creating flyers, ads and other files in Adobe Illustrator.
- Ordering marketing supplies, maintaining properly organized stock files.

**A FOREIGN AFFAIR, Mariupol, Ukraine****February, 2009 - November, 2010****Role:** Branch Manager/Translator

**Brief:** AFA is a reputed marriage agency with offices all over Ukraine. I was selected among various candidates to manage company's new branch. It gave me a valuable experience in business management, marketing, clients' relationship management, and others.

- As a company representative, managing all legal affairs on a local level. Reporting to the executive board.
- Financial planning, budgeting and reporting to the tax administration.
- Marketing research and analysis; targeted marketing campaigns implementation.
- Providing support to customers visiting our city.
- Coordinating closely and daily with the office translators to ensure that they are working as per our daily task schedule.
- Acting as an interpreter at the meetings.

**AIESEC, International non-profit organization.**

**2004 - 2007**

**PR/Brand Coordinator, Vice-President of External Relations**

- Team leading, training and education of new volunteers.
- External fundraising.
- Strategic and short term planning of local committee development and projects.
- Managing relations with local media.
- Organizing press conferences and writing articles for newspapers about local committee projects and activities.

### **Other Certificates**

**Certified:** Adobe Photoshop and Adobe Illustrator (New Horizons, Lebanon); Basic Study Manual Course, Model of the Administrative Know-How (by the professor Ron Hubbard). (Al Houssami SAL, Lebanon) Marketing 101 Course (Coursera, online school); SEO optimization course (various online sources); Time Management, Project Management, Team Motivation (various online courses, e-books and self-education)

**Other Skills:** Photography, Google Analytics, Google AdWords, Facebook Power Editor, Facebook Insights

### **Links and references:**

Linkedin: <https://www.linkedin.com/in/anna-geagea-90079743/>

Projects: One Digital website: [www.onedigital.fm](http://www.onedigital.fm) , R1L Media: [www.fb.com/R1LMedia](https://www.facebook.com/R1LMedia)