

Lea Aluie

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SUMMARY OF QUALIFICATIONS

Social media account manager with a Bachelor's degree in Marketing and 4 years of work experience in Social Media Marketing at ad agencies. A major part of my work focused on content and campaign creation, client servicing, customer engagement and social media analysis. I am interested in implementing and extending my skills in the field of digital advertising.

EDUCATION

December 2014	American University of Beirut (AUB) Bachelor in Business Administration (BBA): Marketing	Beirut, Lebanon
	International School of Choueifat Official Lebanese Baccalaureate	Choueifat, Lebanon

WORK EXPERIENCE

07/15 to Present	Accelerate Online Social Media Account Manager <ul style="list-style-type: none">Managed accounts in F&B, beauty, fitness, fashion, hospitality and travel industries. Lebanese Clients: dipndip, Gym Tonic, Maral Azar, Dessange, Boubess Group, Regency Palace Hotel Saudi Clients: Elaf group (The Hotel Galleria and Elaf Tourism) Qatar Clients: Al DukkanCreated monthly content and real-time content.Created engaging activations and campaignsCreated new content strategies for clients.Maintained a consistent tone of voice for each brand.Managed influencer and blogger outreach.Moderated review sites and prepared monthly reports on them.Handled social listening tools, Sysomos and Quintly, during a yearly major event.Managed monthly photoshoot sessions for brands.Took part in brainstorming sessions for new campaigns.Coordinated with the design and media departments.Worked on building a good relationship with clients.Moderated all platforms and continuously increased and engaged with followers.	Beirut, Lebanon
10/16 to 10/17	Jack Watches & Sons Freelance Instagram Page Manager <ul style="list-style-type: none">Achieved monthly targets to increase fan base and customer orders. Fan base increased from 6000 followers to 20,000 followers organically.Increased engagement on the page.Created Instagram ads for a short period and monitored them.Worked on keeping a good relationship with the client.	Beirut, Lebanon
03/15 to 06/15	Eastline Marketing Social Media Specialist <ul style="list-style-type: none">Managed accounts in F&B, technology, and consumer goods industries. Lebanese Clients: Lina's Café, Cakes and Cookies, Matta Energies, Ahwak Restaurant Jordanian Clients: Pril detergentCreated a new Pinterest strategy for a brand.Prepared new themes and content every month.Prepared monthly reports and weekly KPIs for all accounts on all platforms.Prepared monthly competitive analyses.Created a communication plan for a client.Attended training sessions for Snapchat, live coverage and media reporting.Moderated all accounts on all social media platforms and engaged with fans.	Matn, Lebanon
02/15 to 03/15	Zoomaal Market Research Intern <ul style="list-style-type: none">Researched potential investors and projects.Started a blog and prepared posts about successful projects on Zoomaal.	Beirut, Lebanon

06/14 to 03/15	Cutting Edge Salon Freelance Social Media Manager <ul style="list-style-type: none"> Created and implemented a new digital strategy. Created weekly content calendars. Created successful Facebook campaigns for awareness and promotions. 	Beirut, Lebanon
06/14 to 08/14	Mindshare Lebanon Media Buying Intern <ul style="list-style-type: none"> Worked on several competitive analyses for clients and industries. Trained on social media listening tools and media research tools. Created infographics and content calendars. Studied consumer behavior for a new product and monitored media performance. 	Beirut, Lebanon
08/13 to 09/13	Bank Audi Head Office Marketing Intern <ul style="list-style-type: none"> Performed market research and updated data on loans. Handled customer inquiries and presented a detailed report about their bank experience. Contacted bank branches to communicate and coordinate competition details. 	Beirut, Lebanon
02/13 to 04/14	AIESEC Team Leader <ul style="list-style-type: none"> Managed a team of five and evaluated their performance. Participated in exchange programs and hosted interns in Lebanon. Formed partnerships with NGOs and maintained good relationships. 	Beirut, Lebanon
09/11 to 12/14	Financial Aid Office at AUB Office Administrator <ul style="list-style-type: none"> Held responsible for all applications, emails, and files. 	Beirut, Lebanon

PROJECTS ACCOMPLISHED

- Marketing group project:** *Positioned to sell a new product in Lebanon that was available in a foreign country and to create a comprehensive marketing plan to be presented to a potential investor.*
- PR group project:** *Evaluated an organization's PR program and vulnerabilities and developed creative strategies.*
- English in Business group project:** *Interviewed the CEO of Zoomaal and Mashrou' Leila to discuss the success of crowd funding in Lebanon and the Middle East.*
- L'Oreal Brandstorm Competition 2014:** *Studied Kiehl's market and chose its competitors, then presented our new Kiehl's men specific product with its complete marketing strategy including online and offline campaigning events. We were one of the finalists.*
- Social Media listening group projects:** *Analyzed and used several listening tools when studying Lebanese celebrities, Restaurants, and the media industry's performance on social media and online platforms with recommendations to improve their presence.*
- Ad Campaign Critique:** *Analyzed campaign for Audio Kultur print magazine launch.*
- Promotional and Communication Strategy:** *Created a communications and promotional strategy and a campaign for a small retail shop with limited budget.*
- Capsim Business Simulation:** *A team of 4, each with a different concentration, positioned to manage a company selling sensors. We created our business strategy and implemented it to keep the firm in the market. We had to undergo 8 rounds of competition.*

SKILLS:

TECHNICAL: Microsoft Office tools, HTML & XHTML, Media buying tools, Adobe Photoshop, Canva, Piktochart, and some social media buying and listening tools, Basic Google Analytics and Adwords, Hootsuite.

NON-TECHNICAL: Communication, organizational, multi-tasking, teamwork, and attention to details.

LANGUAGES: English (Fluent), Arabic (Fluent), French (Conversant).

AWARDS AND CERTIFICATIONS:

- Earned a **Digital Garage certification** from Google on completing the lessons for Digital Marketing online training. It's a personal achievement to strengthen my knowledge and performance at work. **April 17, 2016.**
- Earned two **awards for Content Creativity** at Accelerate Online. It's a professional achievement where I was evaluated by my team for creativity and overall performance. **Jan 01, 2016 and Jan 01, 2017.**
- Earned an **SEO/ SEM certificate of attendance** at a workshop held by Joseph Yaacoub. **Oct 14, 2017**

ACTIVITIES AND INTERESTS

- Lebanese Red Cross: Volunteered to learn the first aid skills and apply them in real-life situations.
- Twitter chat communities: Participated in several Twitter discussions around social media topics which helped increase my network connections in the digital field.
- **Interests:** Reading, hiking, exercising, swimming, and free-style writing.