



Mayssa Abillama

Advertising and
Marketing

+96170583283

m-abillama@hotmail.com

[https://www.linkedin.com/
in/mabillama](https://www.linkedin.com/in/mabillama)

April 8, 1992

Awkar, Lebanon



Education

NOTRE DAME UNIVERSITY

2011 - 2015

Bachelor Degree, Advertising and Marketing

SAINT JOSEPH SCHOOL CORNET CHEHWAN

1995 - 2010

Sociology and Economics (SE) Baccalaureate



Work Experience

IONYCS

Jan 2016 - Now

Marketing Executive

- Implementing marketing and advertising campaigns by preparing strategies, plans, and objectives
- Planning and organizing promotional presentations, updating calendars
- Overseeing the production of all marketing materials (printed documents, website content, and social media accounts)
- Generating and evaluating monthly marketing reports
- Incorporating marketing needs into overall company planning and strategy
- Developing, managing, and implementing the content calendar (design and content)
- Developing, managing, and evaluating performance of social media platforms (Facebook, Twitter, LinkedIn).
- Coordinating projects between designers and clients (branding, UX/UI design) until development phase

ASPIRED STATE

Jul 2014 - Aug 2014

Internship - Account Executive

- Assisting in development and implementation of media plans
- Assisting in developing promotional and branding items
- Writing minutes for marketing meetings

SLAIBY FOR TEACHING

Sept 2012 - Mar 2013

Private Instructor

- Tutoring students in all calendar material for middle school

ALFA - MANAGED BY ORASCOM TELECOM

Apr 2012 - Sept 2012

Customer Services Representative

- Providing technical advise as call center agent on mobile devices and High Speed Internet Services

OTESS - WEDDING EVENTS

Jan 2010 - Nov 2011

Hostess

- Meeting and greeting guests upon arrival



Skills

Computer Skills

Microsoft Office, Photoshop, Illustrator, Social Media and Marketing Management

Languages

English, Arabic, and French



Trainings & Certifications

Trainings:

Google Adwords Optimization - Digitalks - October 2017

Facebook Ads Optimization - Digitalks - November 2017

Certifications:

Google Adwords Fundamentals - Valid until November 2018

Google Search Advertising - Valid until November 2018



Activities

SOS

Volunteer

SCOUTS DU LIBAN

Previous Member