



# JESSICA SLAIBY

Beirut, Lebanon

+961 70 475 019

jessica\_slaiby@outlook.com

## Qualification Summary

- Creative and up-to-date in the latest Marketing and Management trends.
- Keen eye for details and organization.
- Sharing ideas, plans, and campaigns.
- Data analyst.
- Good communication skills / team player.
- Expert in Word, Excel, Power Point, SPSS, Google Analytics, Canva, ZOOM, Teams, Classroom, Facebook, Instagram, and Twitter.
- Trilingual: Arabic, French, and English.

## Education

**2022- Master's 2 Research Degree (M.A.S./D.E.A) in Business Marketing and Management**  
Lebanese University, Lebanon

**2020- Master's 1 Degree in Business Marketing**  
Lebanese University, Lebanon

**2019- Bachelor's Degree in Business Marketing**  
Lebanese University, Lebanon

## Certificates

**2018- Development goals & social entrepreneurship.**  
Challenge to Change, NGO delivered by solidarity for sustainability.

**2018- Branding with the Designer/Entrepreneur Fadi Aziz.**  
BLOM Shabeb, BLOM Bank

**2018- Conflict resolution, electoral systems and advocacy campaigning**  
Advanced democracy for sustainable peace, NGO.

**2017- Leadership, teamwork, effective communication, advocacy, good governance, human rights workshops.**  
Advanced democracy for sustainable peace, NGO.

## Experiences

**Marketing and social media Specialist - 2022**  
Edupass- Education is my passport, NGO

- Develop, create and edit ideas to create content (posts, videos, teasers...) for social media campaigns.
- Develop, implement and track marketing programs such as e-mail and social media campaigns
- Identify target audiences, objectives and desired outcomes of marketing campaigns

- Analyze and report on the performance and efficiency of campaigns.
- Conduct market research and analyze trends to identify new marketing opportunities
- Monitor SEO and followers engagement and suggest content optimization
- Up-to-date with the latest social media best practices and technologies

### **Tutoring 2019-2022**

Private Tutoring for University Students

- Tutoring University subjects- Financial Math and all courses related to Marketing and Management filed
- Tutoring Materials required for BA entrance exam ( faculty of business administration)
- Tutoring Materials required for M1 entrance exam ( faculty of business administration)

### **Professional member 2017-2018**

Sama Club, Lebanese University

- Coordinating and Planning Marketing campaigns, project and meetings.
- Set a schedule for all the to do tasks monthly.
- Content creature of all social media platforms (videos-posters-photos.)
- Visual editing videos and posters for campaigns and events.
- Analyzing marketing campaigns and feedbacks.
- Reporting results after each event or campaigns.

### **Team Member 2016-2017**

Sama Club, Lebanese University

- Contribute in organizing events
- Communicating with other members providing good organization
- Brainstorming for creative and new ideas
- Helping other teams if needed

### **Training Program-August 2017**

Central Bank of Lebanon

- Attending sessions that describe all main activities.
- Touring in all sections while describing the work method.
- Summing everything we learned by a final project.

### **Marketing Specialist Intern-July 2017**

Four Point Food Lebanon

- Assisting execution of marketing goals for all branches.
- Set-up objectives for all promotions and sales target items.
- Evaluation performance for each branch.
- Analyzing limited time offers (L.T.O.) performance and sales.
- Assisting in follow ups with customer's feedback.