

Joelle Ghanem

Beirut, Lebanon - M: 0096178834939 - ghanem.joelle92@gmail.com

EDUCATION

Notre-Dame University Bachelor's in Advertising & Marketing	Zouk Mosbeh, Lebanon 2016
Abu Dhabi Grammar School High School diploma	Abu Dhabi, United Arab Emirates 2012

EXPERIENCE

OMD UAE (offshore team) Social Media Executive -Community Manager handling Majid Al Futtaim malls across GCC and Levant. -Reporting monthly and per campaign with tracking systems such as Sysomos and Pulsar to gather visitor data and determine efficacy and areas for social media campaign improvement. -Liaising with clients on ideas, deliverables, and insights. -Working closely with the creative team to execute engaging ideas. -Utilizing Hootsuite platform and Business Manager to publish, schedule, moderate and data analysis.	Beirut, Lebanon April 2017 – Present
Eastline Digital Agency Social Media Trainee -Maintained the moderation for Facebook, Instagram and Twitter using Facelift.Cloud. -Scheduling and publishing weekly posts for specific brands on different platforms. -Supported the social media manager in building and creating new ideas to improve a brand. -Produced content ideas for specific occasions. (Valentines, etc...) -Content creation for different accounts. -Produced monthly reports, campaign reports and benchmark reports.	Mansourieh, Lebanon Feb 2017 – April 17
Brilliance, Luxurious Gift Shop Sales Officer: -Supported the owner in all Advertising, Marketing and Client Servicing. -Played a leading role in updating all the social media with Out-of-the-Box ideas. -Helped build brand with focus on conjunction with operational requirements, ensuring maximum brand visibility and capture optimum market shares.	Abu Dhabi, UAE Feb 2012 – June 2012

COMPUTER SKILLS:

-
- Microsoft Office
 - Hootsuite Certified
 - Proficiency in Pulsar, Sysomos

LANGUAGE SKILLS:

-
- Fluent in Arabic, French and English (writing, reading, speaking)