

**Karla Jurdi**

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## **Personal profile**

I'm a talent acquisition marketer with an interest in building the most effective workforce possible. With a background experience in social media, event management, sponsorship and sales.

## **Experience**

### **Community Manager at Karrenn**

February 2018- Present

- Reporting: Prepare internal and external social media performance reports and newsletters
- Content Management: Manage content and frequency across all mediums
- Budget Management: Manage budget division and allocation across all mediums
- Community Management: Manage community interactions and engage users across mediums
- Growth Management: Achieve growth objectives by implementing new campaigns, products and partnerships

### **Business Development Consultant at Splendor Telecom.**

July, 2015 – February, 2018

- Identifying, researching and targeting new business prospects
- Selling the company services via telephone, online and also in the field
- Build and manage relationships with portfolios of new and existing accounts, assist them and help them grow
- Create a lead database and translate them into active re-sellers
- Market research and stay up to date with the latest trends and changes of VoIP

## **Younging For Life- Organization.**

April 2014 – Present

Beirut, Lebanon

Co-Founder, Marketing & PR

- Planning and executing events, workshops, hangouts, and gatherings that will keep retired people “ Younging for Life”
- Preparing and adhering to budgets
- Promoting and advertising the organization through social media and attending events and trade shows
- Driving overall CRM, direct marketing and maintaining social media presence
- Initiated PR activities (TV, Radio coverage, Acquired sponsorship to fund the campaign)

## **Certificates**

### **Participant Ripples of Happiness competition**

Competition organized by The Coca-Cola Foundation in partnership with INJAZ Al-ARAB. Winner of a special recognition award for spreading the most ‘Hope and Happiness’.

### **Digital Marketing Certified Manager**

The course was taught by WSI Digital Marketing Lebanon.

## **Education**

June 2015 | Bachelor of Business Administration- Emphasis: Marketing  
American University of Science & Technology (AUST)