



Rania Abou Younes

Digital Marketer, MBA

RA

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Dear Representative:

I hold an MBA in Marketing and a BBA in Management. I am also a certified digital marketer with the certificate “Professional Diploma in Digital Marketing”. I have experience in the fields of Management, Marketing, IT (not technical), and Education (lecturing). I have always enjoyed working in the digital field and still love to work in management. I fall under the category “multi-talented”, as Marie Forleo labels it. I enjoy doing strategic work and collaborating with team members to produce a great project at the end. I have always done my best to excel at what I do. I have proposed and implemented a new course, Digital Marketing, during my first semester of teaching; filled a need for a new communication method for students through Blackberry messenger and Whatapp application; and I continue to take a proactive approach for the enhancement of the lives of the people affected. I continue to freelance digital marketing on and off because I enjoy it that much.

I am passionate about what I do and I usually get carried away with my work as I feel a huge responsibility is placed on me. You may contact through my email or my phone number that is found in the signature of this cover letter.

Thank you for your consideration.

Sincerely,
Rania Abouyounes, MBA
Digital Marketer
+96170650994

Rania Abou Younes

Contact

+ 961 70 650 994

@ raniaabouyounes@hotmail.com

socializethat.me
(pending design)

Beirut, Lebanon



Rania Abou Younes

Digital Marketer, MBA

D.O.B: 06/01/91
Gender: Female
Marital Status: Married
Nationality: Canadian

OBJECTIVE

To aid in growing an organization as a right-hand employee and contribute to its bottom line impact by utilizing and innovating.

EDUCATION

OCT 2013 – JUN 2015

LEBANESE INTERNATIONAL UNIVERSITY // Beirut, Lebanon

Acquired Degree: Master's in Business Administration in Marketing

OCT 2010 - JUN 2013

LEBANESE INTERNATIONAL UNIVERSITY // Beirut, Lebanon

Acquired Degree: Bachelor's in Business Management

CERTIFICATES

JUL 2017

• MORGAN INTERNATIONAL

Diploma:

Professional Diploma in Digital Marketing (PDDM)

Fields Covered:

- Social media marketing
- Email marketing
- SEO & SEM
- Mobile marketing
- Content creation
- Tools & analytics

EXPERIENCE

DEC 2012 - PRESENT

• LEBANESE INTERNATIONAL UNIVERSITY // Beirut, Lebanon

Position: Application Administrator

Core Duties:

- Train and develop the skills of team members and users of the university system
- Develop video tutorials with narration
- Create and implement strategic plans and action plans
- Contribute to marketing and admissions strategies
- Developed a crisis resolution plan
- Developed and launched website and system campaigns
- Communicate clearly with stakeholders
- Manage timelines for implementation
- Administrative tasks related to the operations
- Identifying problems within product functionality and reporting to support team
- Present new tools to stakeholders
- Manage timelines for implementation.
- Document all relevant detail throughout implementation
- Maintain retention and attainment of students

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EXPERIENCE (CONT'D)

OCT 2011 - DEC 2012

LEBANESE INTERNATIONAL UNIVERSITY // Beirut, Lebanon

- **Position:** Digital Marketer

Core Duties:

- Launched several websites and systems
- Developed targeted content for websites
- Edited copy for all online media
- Increased Facebook likes from 4500 to 17000 organically
- Increased Twitter followers from 300 to 1500
- Increased Google+ followers from 2 to 400
- Increased overall engagement level on digital platforms, such as, the system, social media, the website, email usage, etc.
- Proposed and implemented a communication method for students via BlackBerry Messenger and Whatsapp application
- Crafted and executed integration initiatives of online and offline marketing like email marketing, print, social media, SEO, brand awareness, billboard media
- Created student centered brand strategies and marketing campaigns to enhance enrollment
- Managed the international online presence
- Implemented an informative and entertaining e-newsletter
- Managed creative production of graphics, videos, and web development with my team of 3
- Developed strategies to drive engagement and collaboration
- Provide training and guidance to employees on best use of digital tools
- Worked with technical team to ensure sites run effectively and communicate issues efficiently
- Coordinated with other department to ensure overall objectives are being met
- Always taking a proactive approach to new technologies and ways they can be implemented
- Achieved a higher ranking on search engines
- Analyzed data to report to top management

Feb 2016 - PRESENT

- **LEBANESE INTERNATIONAL UNIVERSITY** // Beirut, Lebanon

Position: Marketing Instructor; Instructor of English

Core Duties:

- Lecture planning, preparation and research
- Assessing student progress & creating lesson plans
- Participate in planning academic activities
- Proposed a new digital marketing course
- Invigilating, Administering and marking exams

Courses Given:

- Digital Marketing
- Marketing Theory and Principles
- Customer Service Management
- Communication Skills

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SKILLS & ACCOMPLISHMENTS

- Demonstrated ability to manage internal teams and student assistants.
- Fluency in industry best practice tools and techniques for site optimization, and the capacity to successfully prioritize and implement improvements.
- Sophisticated understanding of digital user behaviour and ability to apply these insights to develop more user-friendly experiences.
- Ability to identify and implement process improvements.
- Have an understanding of SEO, SEM, Google Analytics, Google AdWords, Google Keywords
- Ability to work effectively and harmoniously with technical and non-technical colleagues to successfully execute web projects in support of marketing and business development goals.
- Use frequently email marketing, mobile marketing, content marketing, social media marketing and their tools
- Challenges others to develop as leaders while serving as a role model and mentor.
- Propose solutions to problems and consider timeliness, effectiveness, and practicality in addressing needs.
- Excellent planning and web project management skills across multiple simultaneously
- Developing platforms such as websites, social media, apps, mobile, etc.
- Ability to set, manage and ensure teams meet deadlines.
- Solid analytical and problem solving skills.
- Typing speed 80 WPM.

LANGUAGES

English

FLUENT

LEVEL

Arabic

FLUENT

LEVEL

French

BELOW AVERAGE

LEVEL

Thank You For Reviewing.

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