



Gilda Abousefian

Marketing Executive

71390389

gildabous@gmail.com

www.linkedin.com/in/gildaabousefian

Beirut, Lebanon



WORK EXPERIENCE

Marketing Executive

SEP 2013-NOV 2018

- Preparing and overseeing the creation, printing and the production of all marketing materials, including printed documents (brochures, handouts, flyers, sales kit, roll up banners, stickers). Writing and proofreading creative copy for diverse marketing distributions.
- Maintaining and updating information on the organization's website; Overseeing the design and launch of the website, including writing and creating content.
- Organizing and attending promotional events such as exhibitions, conferences, trade shows and industry events . Speaking publicly at presentations and sourcing and managing speaking and sponsorship opportunities , in addition to writing and producing presentations and press releases.
- Leads and manages the marketing department (the design team) by providing tasks, objectives, strategies, and projects. Briefing graphic designer with campaign ideas, goals, and deadlines and oversees work for quality and guideline compliance. Conducts team meetings to update members on department plans, campaigns and progress. Assists in interviewing, hiring, orientation, and training of new marketing department staff. Manages the marketing department budget and uses financial strategy to advise all marketing plans.
- Overseeing and developing marketing campaigns, conducting research and analyzing data to identify and define audiences.
- Social media management and community management including planning goal setting and implementation of social media marketing plan.
Development of brand awareness and online reputation.
Implementing a content editorial calendar to manage content and plan specific, timely marketing campaigns.
Oversee design (i.e.: Facebook Timeline cover, profile pic, thumbnails, ads, landing pages, Twitter profile, Blog, etc.). Create and manage promotions and Social ad campaigns. Promote content through social advertising and brand development.
Manage social media marketing campaigns and day-to-day activities. Develop relevant content topics to reach the company's target customers.
Create, curate, and manage all published content (images, video and written).
Monitor, listen and respond to users in a "Social" way while cultivating leads and sales. Manage efforts in building online reviews and reputation. Monitor online reviews and respond to each review.

EDUCATION

Digital Marketing Institute
JULY 2015

PDDM - Professional Diploma in Digital Marketing

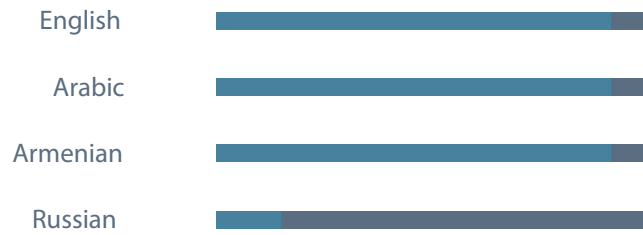
Haigazian University
SEP 2009 - FEB 2014

Bachelor in Business Administration
With emphasis in Advertising & Communication

King Saud International School
SEP 2007 - JUNE 2009

IGCSE's / A Levels
- 8 O levels from University of Cambridge
- 2 AS levels from University of Cambridge
- 1 A level from University of Cambridge

LANGUAGE



QUALIFICATIONS

- Exhibits the ability to jump from the creative side of marketing to the analytical side.
- Displays in-depth knowledge and understanding of social media platforms, their respective participants and how each platform can be deployed in different scenarios.
- Displays ability to effectively communicate information and ideas verbally and in writing.
- Practices superior time management.
- Is a team player with the confidence to take the lead and guide other employees when necessary.
- Makes evident good technical understanding and can pick up new tools quickly.
- Demonstrates winning Social Customer Service techniques such as empathy, patience, advocacy and conflict resolution.
- Possesses great ability to identify potential negative or crisis situation and apply conflict resolution principles to mitigate issues on a customer service level.
- Working knowledge of CMS.
- Excellent verbal, interpersonal and written communication skills.
- Proficient in Microsoft Word, PowerPoint, Excel, Outlook.
- Ability to work independently and as a team player.
- Management and leadership skills.
- Basic Knowledge of Photoshop.