

JENNIFER ABDELNOUR

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Swedish Citizenship

EDUCATION

09/2015 – 07/2016 **Instituto de Empreza (IE Business School)**

Master of Science in Management

- Major: Digital Business (Digital Strategy, Big Data Analytics, Digital Marketing).
- Core Courses: Corporate Finance, Competitive Strategy, Entrepreneurship.
- Finalist of i2i Consulting lab (applied design thinking).

09/2011 – 01/2015 **Lebanese American University**

Bachelor of Science in Business Marketing

- Marketing Strategy Project with McDonalds.
- GPA 3.34/4,0, graduated with honors.

WORK EXPERIENCE

10/2016 – NOW **Bank Audi Private Bank, Beirut, Lebanon**

Marketing and Communication Coordinator

- Conduct research about market, strategies, competitors and trends.
- Develop and execute a communication plan.
- Implement integrated marketing campaigns.
- Monitor results of campaigns.
- Assist team members on day-to-day marketing tasks.
- Collaborate with external agencies for media buying and production of artwork.
- Launched the first internal newsletter and draft it on a quarterly basis.
- Implement the online strategy, create the monthly social media calendar for multiple platforms and analyze results.
- Respond to the online community's feedback.
- Report directly to head of communication department and top management.

- 03/2015 – 06/2015 **Leo Burnett**, Beirut, Lebanon
Digital Marketing and Public Relations Intern (12 weeks)
- Interacted with all aspects of the communication industry such as PR, strategic planning, and digital marketing.
 - Successfully supported big PR campaigns (offline and online) and their strategic implementation for two main clients: SMART and Mercedes.
 - Evaluated results of different campaigns for prominent clients monitoring KPIs and translating data into meaningful insights.
 - Compiled detailed performance results for online campaigns (Facebook, Instagram, etc.)
- SUMMER 2013 **Brandcell**, Beirut, Lebanon
Strategic Branding Intern (6 weeks)
- Developed strategies for repositioning of local brands.
 - Supported senior managers with research and market analysis.
- SUMMER 2012 **Citi Furniture**, Beirut, Lebanon
Marketing Intern (12 weeks)
- Directly supported the CMO with the planning of marketing campaigns.
 - Organized focus groups and evaluated the results.
 - Managed a project with the Marketing agency to develop a new communication plan for different channels.

ADDITIONAL INFORMATION

IT SKILLS	Proficient in all MS Office Applications.
INTERESTS	The start-up ecosystem, Volunteering (Beirut Marathon Association, Ayadina NGO for the elderly, Cedars Environmental), Music, Games, Art.
LANGUAGES	Native in French and English, Fluent in Arabic, Basic in Spanish.
CERTIFICATES	Online Marketing Fundamentals by Google Digital Garage, Introduction to UX by the University of Michigan.
ACHIEVEMENTS	Finalist at the IE Venture Day in Beirut– A start-up pitching Competition. Qualified to participate with my start-up idea at the Web Summit of Lisbon 2017 – The world's largest tech event.