

Sana Shami

Personal Summary

An outgoing individual who is highly skilled at maintaining hospitable environments and engaging with people from all walks of life.

Get in touch!

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Springs 11, Dubai, UAE

Work Experience

Marketing and Sales

TOKTAM Conceptual Art Jewelry - Dubai,UAE (January-August 2022)

- Merchandising and inventory management
- launching marketing campaigns
- content writing for social media and website as well as description texts for the jewelry collections and each item
- managed all sales process in events
- influencer marketing
- managed selling platforms such as amazon and 1st Dibs
- designed and managed the website on wix

Graphic Design and Customer Service Internship

The Goodness Company- Dubai, UAE (January-May 2021)

- Managed all social media outlets
- applied packaging modifications
- launched marketing campaigns
- content writing for social media, blogs, and newsletters
- Assisted in carrying out digital marketing campaigns and created on brand graphics for a variety of media and channels.
- Answered incoming calls and messages and provided instructions for customers/clients per training guidelines.
- Created storyboards and photoshoot lists for the upcoming social media calendar.
- Scheduled meetings with photographers and models to discuss future campaigns.
- Printed media such as flyers, gift and influencer cards, catalogues, and lookbooks
- Created brand identity work including websites and email templates.

Social Media Management- Customer Service- Event Planning

Lebanese Kpop Events - Lebanon (2019-2021)

- Managed all social media outlets.
- Maintained a positive attitude at all times in a fast-paced environment.
- Offered advice and guidance bilingually in English and Arabic.
- Had meetings with different sponsors and collaborators for event plans.
- Ensured the safety and comfort of guests.
- Created business developmental strategies.
- Recruited volunteers and performers for shows.

Academic History

Baakline Official Secondary School

Socio Economics Baccalaurette | 2012-2015

Notre Dame University

Bachelor of Arts in Graphic Design | 2015-2020

- Dean's list for academic success
- President, The Dance Club
- Public Speaker, The Journal Club

IE Business School

Courses in:

Integrated Marketing Communications

Influencer Marketing

Skills	Digital Skills	Languages Spoken
<ul style="list-style-type: none">- Excellent communication skills- Professional- Highly adaptable- Problem solver- Attentive- Organized- Collaborator	Illustrator Indesign Photoshop After Effect Mailchimp Word document Excel Powerpoint Wix	Arabic Native English Proficient

Hobbies, Interests and Volunteering

- Passion for health and exercise such as cardio, weightlifting, swimming, and dancing.
- Passion for language and is currently studying German and Korean.
- Leader of my own dance group that conducted performances.
- An UNESCO Trainer in Art Lab for Human Rights and Intercultural Dialogue for Community Development.
- Volunteered with YDO; a youth empowerment organization.
- Volunteered with Baclean Initiative- an environmental organization that helps clean forests and river.