



JANA EL KHABBAZ
Dubai, United Arab Emirates

PERSONAL INFORMATION

Mobile: 00971502030588
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Languages

- Arabic – Native
- English - Fluent
- French - Fluent

KEY SKILLS

- Communication
- Content Creation
- Teamwork & leadership

EXTRACURRICULAR ACTIVITIES

- Sports (Basketball, Volleyball, Tennis)
- Hiking
- Guitar
- Singing / performing

OBJECTIVE

Motivated fresh graduate seeking a marketing internship in a multinational firm. Passionate about marketing principles and eager to gain practical experience in a dynamic professional environment. Committed to contributing to the success of a global organization while further developing skills and knowledge in marketing strategies and campaigns.

EDUCATION

DOUBLE MAJOR

B.S. IN MARKETING.....**JUNE 2022**

B.S. IN ENGLISH LINGUISTICS..... **JUNE 2022**

LEBANESE UNIVERSITY, LEBANON

LEBANESE BACCALAUREATE..... **JULY 2017**

COLLEGE NATIONAL ORTHODOX – SAINT ELIE

WORK EXPERIENCE

OCTOBER 2022 – APRIL 2023

SILKOR – SOCIAL MEDIA EXECUTIVE, DUBAI

- Developed and executed social media strategies to enhance Silkor's brand visibility and attract a wider range of audience.
- Managed Silkor's social media accounts on platforms such as Facebook, Instagram, Twitter, and LinkedIn.
- Created engaging and visually appealing content related to beauty and aesthetic treatments.
- Monitored and analyzed social media metrics to assess the effectiveness of campaigns and optimize content performance.
- Assessed customer inquiries, comments, and messages in order to better understand market needs.
- Conducted competitor research and stayed up-to-date with beauty industry trends to identify opportunities for innovation and growth.
- Utilized social media management tools and scheduling platforms to plan and schedule posts in advance, ensuring consistent and timely content delivery.
- Collaborated with beauty influencers to amplify Silkor's reach and leverage their network to attract new clients.
- Managed photoshoots to create local content for Silkor's social media platforms.

JANUARY 2022 – SEPTEMBER 2022

B&B DENTAL IMPLANT COMPANY – MARKETING COORDINATOR, DUBAI

- Organized conferences and public events.
- Prepared monthly reports that demonstrated profit optimization plans and cost/benefit analysis.
- Increased sales profit by 5% through negotiating with suppliers for better prices.
- Prepared marketing tools for the sales team.
- Ensured product allocation in countries around the GCC.
- Created an all-inclusive client database for the company from scratch across the UAE.
- Closed multiple deals on-spot at the AEEDC DUBAI exhibition.
- Managed the warehouse and cashflow movements.
- Created invoices and payment plans for customers.
- Initiated digital surveys to help gather data on customers' feedback.
- Managed orders of key accounts