

Lea Tabbara

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Education

2020 **Communication Arts–B.S. in Advertising**
American University of Science and Technology

2015 **Sociology and Economics SE – BAC II**
Saint Mary's Orthodox College (SMOC)

Professional Experience

2021 – present
Dubai, UAE

Marketing Manager
Urent

- Evaluating and optimizing marketing and pricing strategies
- Analyzing market trends and preparing forecasts
- Generating new business leads
- Increasing brand awareness and market share
- Coordinating marketing strategies with the sales, financial, public relations, and production departments
- Developing and managing the marketing department's budget
- Overseeing branding, advertising, and promotional campaigns
- Managing the marketing department's staff
- Preparing and presenting monthly reports to investors and shareholders
- Promoting our brand at trade shows and major industry-related events
- Maintaining the company's social media presence
- Identifying potential new markets and creating a plan to enter the market
- Build strategic relationships and partner with key industry players, agencies, and vendors
- Oversee and approve marketing material, from website banners to hard-copy brochures and case studies
- Analyze consumer behavior and adjust a plan accordingly

2020 – 2021
Beirut, Lebanon

Operational Manager - Part Time
KTS

- Design and implement social media strategy to align with business goals
- Collaborate with other teams, like marketing, sales, and customer service to ensure brand consistency
- Liaise with all retailers on different fronts; Meeting their daily demand, monitoring returns, issuing invoices and closing their monthly balance
- Implement new features to develop brand awareness, like promotions and competitions
- Oversee all operations
- Identify areas for improvement
- Examine financial data and use them to improve profitability
- Ensure that all operations are carried on in an appropriate, cost-effective way
- Recruit, train and supervise staff
- Find ways to increase the quality of customer service

2019 – 2021

Community Manager - Freelance

Mindshare MENA

- Develop a content marketing plan and editorial calendar
- Plan and execute community initiatives and programs
- Push brand image and products by finding new marketing and outreach opportunities
- Moderating social media accounts (Facebook, Instagram, Twitter)
- Receive user's queries and reply based on specific FAQs
- Create and update FAQs regularly to cover the user's needs
- Flag serious queries to the client Monitoring social media pages to prevent crisis
- Deal with clients and users from around the middle east (KSA, UAE, Kuwait, Jordan, Egypt...)
- Monitor all stages of campaigns to guarantee that they run smoothly
- Participate in social events, corporate events, and workshops

2018 – 2019

Beirut, Lebanon

Account Manager

Think Media Labs

- Manage social media channels (Creating monthly calendars, posting, and community management)
- Quality control of all work that is submitted to clients
- Disclosing campaign details to the client and all team members
- Monitoring all stages of campaigns to guarantee that they run smoothly
- Writing status reports throughout the duration of the project to keep clients and peers updated
- Ensuring that the project stays within the allocated budget
- Develop a content plan.
- Create engaging content for all platforms
- Engage with the online community and respond to comments and requests.
- Analyze web traffic and relevant community metrics.
- Relay community feedback to relevant internal stakeholders.
- Work with copywriters and designers to deliver appealing content following the guidelines.

2016 – 2017

Beirut, Lebanon

Team Leader

Smartsource

- Handle customer inquiries both telephonically and online
- Provide customers with product and service information
- Maintain high standards of customer service during high-volume fast-paced operations
- Set department goals and objectives
- Resolve complaints promptly and professionally
- Engage in active listening with callers, confirming or clarifying information and diffusing angry clients, as needed.
- Train and supervise new staff
- Conduct interviews and make hiring decisions
- Monitor and feedback on working methods, productivity, and quality on the team and individual level

2015 – 2016
Beirut, Lebanon

Student Assistant

American University of Science and Technology

- Helpdesk controller on orientation days
- Overseeing Doctors and student attendance
- Personal assistant to Doctors on campus
- Advise student and their families on necessary steps for correctly completing financial aid and admissions forms
- Maintaining and managing private student information in online and physical files
- Interact with students via email and phone, addressing any questions or concerns

Skills

Adobe Photoshop and Illustrator	● ● ● ● ●	Problem-Solving	● ● ● ● ●
Competent in distributive negotiations	● ● ● ● ●	Customer Management	● ● ● ● ●
Leadership	● ● ● ● ●	Competent in Microsoft Word, Outlook, PowerPoint, Excel, and Access	● ● ● ● ●

Organizations

“Beirutiyat”

Volunteer

- Serving food to the less fortunate
- Organizing and fundraising Eftars for orphans during the holy month of Ramadan

International College - Scout

Certificates

- Certificate in Injaz- Be a Leader program
- English Proficiency Exam- Certificate of Merit from University of Michigan and Cambridge University

Languages

- English
- Arabic
- French