

(CV)

Elie E. ABOU JAOUDE

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WORKING EXPERIENCE

(References are given upon request)

Marketing and Orientations – Admissions Officer – Université Antonine Baabda (January 2015 – January 2018)

- Plan and execute university marketing strategies (ads, social media, SEO, publications...)
- SIS training and operation for all 3 campuses.
- Conducting research and analysis of schools and potential recruited students.
- Participate in strategic planning for university recruitment and marketing policies, whilst implementing business development ideas.
- Participate in school forums, regional fairs and performing orientation sessions.
- Students' recruitment, admissions and enrollment.
- Organize university promotional events. (Open doors and exhibitions)
- Prepare marketing reports and presentations as needed.
- Devising and presenting development ideas and strategies for UA.
- Coordinating with UA branches (Zahle & Mejdlaya) concerning external and internal transfers, graduate and undergraduate applications and procedures.
- Updating databases and maintaining strong bonds with schools and educational institutions.

Marketing Executive - Takreem Initiative (July 2012 – December 2014)

- Design, implement, and monitor effective marketing strategies (integrated, social media, and traditional).
- Plan and execute Takreem events in Lebanon and abroad (Qatar, Bahrain, France, UK, Morocco, UAE...)
- Manage marketing campaigns with media outlets (CNN, TV5 Monde, France 24, Sky News, MBC, Al Hayat, Al Joumhouria, Hia magazine etc)
- Develop marketing and communications plans, programs, activities and materials.
- Follow up on creative works relevant to the Marketing department from planning to execution (TV commercials, print ads, graphic design...)

Executive Officer - Sinyé Magazine (June 2009 – June 2012)

- Manage the magazine's workflow (Editorials, articles, advertisements, graphic design, printing press...)
- Monitor reporters and follow up on assigned articles and field researches.
- Handle all marketing related tasks and campaigns.
- Online and offline marketing.
- Plan and coordinate monthly events.

Customer Relationship Management Trainee - AXA Middle East (2009)

- Learn insurance customer care tasks.
- Follow up on major accounts.

Marketing Internship - CBM/IBM Business Partner (2008)

- Learn the company's marketing procedures while understanding its services and prime provided material.

Freelance Marketing Consultancy (2014 – 2018)

- Branding and rebranding.
- Online and offline marketing.
- Graphic design and social media.

EDUCATION

University

Université Antonine – Baabda (2006 – 2009)

BBA in Marketing and Management – Class of 2009

Strategic Management Seminar with Minister Damianos Kattar

College

Collège des Soeurs du Rosaire – Mountazah (1991 – 2006)

Lebanese Baccalaureate - ES (Economy and Sociology) – Class of 2006

LANGUAGES

Perfect English, French and Arabic.

SKILLS

- Digital Marketing (Social Media and SEO)
- Media relations (Tv, Radio, Press and Websites)
- Public speech, presenting, communication and interpersonal skills.
- Problems solving.
- Events management and coordination.
- Photoshop and graphic design proficiency.
- Team player and leadership skills.
- Copywriting and editorial skills.
- Business development.

EXTRACURRICULAR

- Reading.
- Movies.
- Photography.
- Human and animal rights activist.
- Hiking.