

Jad El Dana

Digital Marketing
Strategist

Personal Profile

Outcome oriented and fast paced marketing professional.

Private Website

<https://jada12.sg-host.com/>

Education

American University of Beirut

Business Marketing, 80/100

Lycee Verdun

French and Lebanese
Baccalaureates

Technical Skills

Paid Media

- Facebook and Instagram ads (managed over 300 000\$ in spend)
- Google Ads

eCommerce development

- Wordpress + Woocommerce
Shopify, WebJaguar

Influencer Marketing

Video Production / Design

Career Summary

Digital Marketing Strategist

Self-Employed (Consultant)
Feb 2018 to present

- Managing a number of clients' marketing, social and eCommerce development (**Skin Society, Grand Shoes..**)
- Achieving a growth in sales from \$0 to \$30 000/month
- 1Billion LBP/Month locally
- Generating a 50+ ROAS using Facebook/Instagram ads
- Managing Google Ads
- Activating and managing Influencer Marketing
- Tracking conversions, traffic and website analytics

Co-Founder

Viral Video Ad:Content Production
2019 to present

- Directing digital content and eCommerce video ads
- Working with both local and top selling amazon clients including Shark Tank US brands

Founder

Koala Original:
2017 to present

- Developing brand identity, e-commerce shop and social media channels
- Managing paid media, SEO and influencers collaboration
- Launching advanced targeting and messenger marketing campaigns
- Sourcing new products and managing regional shipping

Media & Marketing Manager

Moustache Group
May 2017 to January 2019

- Leading the marketing and design teams (online and offline, ATL/BTL)
- Managing paid ads/digital calendars
- Planning email/Tv/sms/outdoors ads
- Collaborating with online influencers
- Launching Moustache's E-commerce

Marketing and Sales Developer

Levtude (Part of Malco Group)
Feb 2015 to Nov 2017

- Planning marketing strategies
- Managing social media channels
- Preparing trade marketing calendar
- Reporting sales and share studies

Marketing coordinator

Tan Minutes (Family Startup)
Oct 2013 to Jan 2015

- Managing daily lounge operations
- Developing all social media channels

Trade Marketing Coordinator

Coca Cola (Aujan, NBC)
Oct 2010 to Sept 2012

- Monitoring all trade marketing activities and BTL promotions
- Coordinating new product launches and ATL plans with media agencies
- Reporting Nielsen retail audits
- Leading company & brand events
- Briefing advertising agencies

How to reach me

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