

Curriculum Vitae

► PERSONAL DETAILS:

Name: JEYANA ARFAN YOUSEF

Date of birth: Oct 13th, 1993

Nationality: SYRIAN

Phone: 96633810

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► EDUCATION & PROFESSIONAL QUALIFICATIONS:

(2011):

Graduated from FAJER SABAH SCHOOL,
Baccalaureate in Science, (KUWAIT)

(2021):

Graduated from (AOU) Arab Open University,
Major: Marketing

(KUWAIT) (2015):

“Zain Product and Services, Tabs System
Quality and Customer Service” Certificate.

(KUWAIT)

► OBJECTIVE:

Looking forward to have the opportunity to work in a challenging environment and be an active member at of a well-known organization; learn, gain experience and grow prominently in my field of work.

► **WORK EXPERIENCE:**

- Digital Marketing Manager in **Gate 7 group**, a company that provides marketing services, Since November 2022 till Now.
 - Managing online marketing campaigns (Facebook, Instagram, Snapchat, youtube, TikTok, Google ads SEM).
 - Generating new business leads.
 - Increasing brand awareness and market share.
 - Developing and managing the marketing department's budget.
 - Preparing and presenting reports to management.
 - Keeping informed of marketing strategies and trends.
 - Identify trends and insights
 - Track the website traffic flow
 - Planning our client social media platforms.
 - Encouraging teamwork and brainstorming to build a creative idea.
 - Managing the marketing department's staff.

- Marketing Manager in **Be a dealer company**, a company that provides marketing, websites and logistics services, From June 2021 till June 2022.
 - 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 quarterly and annual reports to senior management.
 - Promoting our brand at trade shows and major industry-related events.
 - Keeping informed of marketing strategies and trends.
 - Managing online and offline marketing campaigns.
 - Encouraging teamwork and brainstorming to build a creative idea.

➤ (Freelancer) Social Media Specialist

- Creating consistent, meaningful content on all social media platforms, such as Facebook, Instagram, and Twitter, to build an audience and ensure customer engagement and promoting social media campaigns.
- Monitoring site metrics, respond to reader comments, and oversee creative design.
- Developing social media content plans that are consistent with the company's brand identity
- Using analytical tools such as Google Analytics and Facebook Insights to monitor and evaluate the company's social media presence and performance.

➤ Marketing and E-commerce Manager in Inaya Medical Centre.
Since Feb 2021 till Sept 2021.

- Handling Inayaderma Website
- Responsible of customer's complaints.
- Handling social media accounts (content, posts, customer enquiries, competitions, push notifications, campaigns & promoted posts)
- Increase number of orders.
- Reports and analysis through social media.
- Online research.

➤ Marketing Executive and social media officer in
mashkor company, a company that provides logistics services (Delivery App)
Since Jan 2019 till May 2020.

- Handling social media accounts (content, posts, customer enquiries, competitions, push notifications, campaigns & promoted posts)
- Event planning, including working with vendors, event coordinators, and design team.
- Increase number of orders
- Reports and analysis through social media
- Online research.
- Market study.
- Managing Expenses.
- Responsible of customer's complaints.

- Marketing, social media and E-commerce Coordinator at online store for Beauty and Cosmetic Products in Kuwait **Dairam.com**. Since Jan 2016 till July 2018 □ Responsible of customer's complaints.
 - Handling Social Media Channels & posts.
 - Handling Company's Website.
 - Handling Company's Email.

- Customer Service at leading mobile and data services operator, **Zain Telecom Company**. Since March 2015 till Oct 2015

- Personnel Administration in a big Leading construction company in Kuwait, **Sayed Hamid Behbehani & Sons Co.**
Since Jan 2012 till Dec 2014 as
 - Following of employees works
 - payroll
 - Administration works

► **LANGUAGES:**

- Arabic - Mother tongue
- English - Good

► **Strengths and Skills**

- Good in using Microsoft Office, Buffer and Shopify.
- Fast Learner
- Able to work under pressure
- Excellent negotiation & decision-making skills, leadership personality with a team spirit attitude
- Attention to detail
- Ability of multitasking: easily perform different tasks at the same time
- Ability to quickly learn new technology and anticipate new trends
- Good Communication Skills