

JOELLE SAMAHA

DIGITAL MARKETER & UX/UI DESIGNER / SENIOR GRAPHIC DESIGNER

JOELLESAMAHA.COM



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Lebanon, Keserwen, Ghadir
Audi Bldg, ground floor



Education

Bachelor Degree in Public Relations and Advertising

Lebanese university F.I.D - II - Fanar
Faculty of information and documentation

2005-2008



Advanced Certifications

Certificate in Digital marketing.

AMIDEAST - LEBANON 2021

Certificate in advance social media tools and techniques.

AMIDEAST - LEBANON 2021

UX Design Certification

Google 2021

Digital Marketing Certification

Google 2021



Professional Skills

Adobe suites (Photoshop, Illustrator, InDesign, After-Effects, Premiere),

Adobe XD

Ms Office

Figma

Wordpress

Autocad

Sketchup

Mailchimp

Hootsuite



Languages

ARABIC

★★★★

FRENCH

★★★★

ENGLISH

★★★★



Interests



PROFESSIONAL PROFILE

Results-driven Digital Marketer and UX/UI Designer with a strong foundation in graphic design, combining creativity with technical proficiency to build powerful, engaging digital experiences. Adept at driving brand growth through strategic social media campaigns, user-centric web design, and high-impact content creation. Proven track record in Facebook Ads creative direction, WordPress website design, and SEO optimization. Currently seeking a dynamic role in Dubai to further contribute to brand innovation, online visibility, and user experience excellence.

EXPERIENCE

DIGITAL MARKETING EXECUTIVE & UX/UI DESIGNER

January 2021 - Present

ERGA GROUP - LEBANON | DOMAINE ST. GABRIEL WINERY | BYOUT GHALBOUN GUESTHOUSES

Developed and executed integrated digital marketing strategies to boost brand engagement and awareness across web and social platforms for three different sectors (architecture, Winery, Hospitality). Led the UX/UI design of multiple websites, ensuring a seamless and responsive user experience. Oversaw content planning, creation, and publishing across Instagram, Facebook, and LinkedIn, achieving consistent engagement growth. Coordinated cross-departmental collaboration for creative campaign execution and visual consistency. Managed web projects from concept to launch, maintaining brand alignment and usability.

SENIOR GRAPHIC DESIGNER

June 2008 - Present

ERGA GROUP - naccache

Delivered high-quality architectural visualizations, 2D/3D renderings, and presentations for client and internal projects. Created branding and marketing materials for corporate use and events. Worked closely with engineers and architects to conceptualize impactful visual storytelling.

UX DESIGN INTERN

December 2021 - March 2022

FeerMcqueen - Jeita Lebanon

Assisted in wireframing and prototyping for client web campaigns. Participated in UX research and brainstorming sessions for improving user flows.

UX DESIGN FREELANCER

May 2021 - July 2021

Mindflares - Zalka Lebanon

Assisted in wireframing and prototyping for several apps and websites. Participated in UX research and brainstorming sessions for improving user flows.

UX DESIGN FREELANCE PROJECTS

2021 - Present

3atari2na App - Conceptualized and designed a fun and educational Arabic app for kids.

Aequitas Website (Collège Notre-Dame de Jamhour) - UX design and web flow for a community legal awareness platform.

KEY PROJECTS & ACCOUNTS MANAGED

Domaine St. Gabriel Winery

Full digital presence: website design, content creation, SEO, Digital Marketing, Campaigns

Byout Ghalboun Guesthouses

Full digital presence: website design, content creation, SEO, Digital Marketing, Campaigns

Erga Group

Website, SEO, LinkedIn, Social Media, digital Marketing, Communication, ...