

LANA HARB

Academic Instructor in Digital Marketing & Entrepreneurship | Higher Education & Research Professional | Project & Marketing Specialist

📍 Amman, Jordan • 📧 Lana.harb@ju.edu.jo

Professional Summary

Professional with combined expertise in academia and industry, specializing in digital marketing, higher education, and entrepreneurship-driven project management. Experienced in teaching and curriculum development across top Jordanian universities, with a focus on digital marketing strategy, social media, and business entrepreneurship. Proven track record in coordinating large-scale capacity-building and innovation programs with leading international organizations including GIZ and ILO, successfully managing stakeholder engagement, training roadmaps, and program sustainability. Recognized for empowering youth through practical learning, mentorship, and the development of entrepreneurial ecosystems that bridge academia and industry.

Academic Experience

Instructor – Digital Marketing

German Jordanian University | Amman, Jordan | Oct 2024 – Present

- Taught undergraduate and professional courses in digital marketing strategy, SEO, email marketing, and digital advertising.
- Supervised student projects and supported university-wide promotional campaigns.
- Led the development of curriculum updates to align with industry trends.

E-Marketing Lecturer

Middle East University (MEU) | Amman, Jordan | Oct 2023 – Sep 2024

- Taught a comprehensive course encompassing marketing management, pricing strategies, channel disruption and, digital marketing (including social media, SEO, email campaigns, and online advertising).
- Created educational materials.
- Developed and delivered course materials to effectively cover these topics.
- Participated in the graduation project committee, evaluating students' Bachelor's projects.

Business Entrepreneurship Lecturer

Al Hussein Technical University (HTU) | Amman, Jordan | Oct 2023 – Feb 2024

- Taught entrepreneurship topics in bootcamp setting.
- Led discussions and answered questions.
- Created educational materials.
- Mentored participants.
- Collaborated with team for program success.
- Served as a committee member evaluating student entrepreneurship projects.

Professional Experience

Director Assistant of Public Relations and Marketing

German Jordanian University | Amman, Jordan | Nov 2024 – Present

- Strategy & Branding: Develop marketing strategies and maintain brand consistency.
- Digital Marketing: Lead campaigns, social media, SEO, and content for online growth.
- Event & Content: Manage events and create digital/print materials.
- Team & Analysis: Lead teams and analyze campaign performance.

Senior Project Coordinator – IEx Bootcamp

Al Hussein Technical University (HTU) – in collaboration with ILO | Amman, Jordan | Feb 2024 – Sep 2024

- Led the implementation of a national multi-sector entrepreneurship project, coordinating all stages from recruitment to graduation.
- Designed individualized roadmaps for participants and oversaw training delivery, mentoring, and sectoral alignment.
- Maintained effective communication with ILO partners, industry mentors, and internal university departments.
- Delivered orientation programs and monitored KPIs to ensure program impact and sustainability.

Project Coordinator –Entrepreneurship in Food Security & Agricultural Technology

Al Hussein Technical University (HTU) – in collaboration with GIZ | Amman, Jordan | Dec 2022 – Feb 2024

- Managed the end-to-end execution of a GIZ-funded program focused on promoting agricultural startups.
- Handled participant selection, orientation, and training coordination.
- Liaised with local and international experts, mentors, and trainers to ensure quality delivery.
- Oversaw logistics, events, and day-to-day operations to keep the project on track.

Incubation Intern – The CORE Incubator

Al Hussein Technical University | Amman, Jordan | Dec 2022 – August 2024

- Supported early-stage entrepreneurs through training, mentoring, and incubation logistics.
- Assisted in organizing workshops and internal events aimed at fostering innovation.

Education

Princess Sumaya University for Technology, Amman

Master's degree: Business Entrepreneurship

Graduated with honor 92.6% GPA.

Yarmouk University Jordan, Irbid

Bachelor of Arts: Marketing

Graduated with honor 91% GPA, the second place among my Batch.

Research Papers

- AI-Driven Sustainable Marketing in Gulf Cooperation Council Retail: Advancing SDGs Through Smart Channels (published in the journal Administrative Sciences)

- The Impact of Social Media Marketing Adoption on Homemade Food Start-ups in Jordan (published in International Journal of Innovation and Technology Management)
- Industry 4.0 Framework for Sustainable Manufacturing Sector in Jordanian Rural Areas (published in International Journal of Sustainable Development and Planning, volume 18, issue 5)
- The Impact of E-WOM on Jordanian Consumers' Purchase Intention: An Empirical Study on Facebook (published in innovative marketing, volume 18, issue 3)
- The Impact of Green Marketing Mix on Consumers Purchase Behaviors: An Empirical Investigation in Jordanian Restaurants (Submitted in sustainability journal)
- The Impact of COVID-19 on Consumers' Adoption of Online Grocery Shopping in Jordan.

Areas of Research Interests

- Digital Marketing
- Business Entrepreneurship
- Sustainability
- Customer Satisfaction
- Social Responsibilities and Social Marketing

Skills

- Project Coordination & Stakeholder Management
- Participant Recruitment & Onboarding Strategy
- Digital Marketing Campaigns & Strategy
- Program Design & Participant Road mapping
- Workshop Facilitation & Orientation
- Professional Communication & Interpersonal Skills

Software Experiences

- Marketing Tools: SEMrush, Google Analytics, and other digital marketing platforms.
- Data Analysis: SPSS.
- AI Tools: Various AI platforms.
- Microsoft Office.

Languages

- Arabic: Native
- English: Fluent
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