



# Rasha Rihani

## Social Media Manager

I am a Marketing Manager with 5 years of experience in social media marketing & advertising. Demonstrating history of working with brands in the KSA, Lebanon and many other countries, with skills spanning multiple streams from content creation, critical thinking, client servicing, and strategic planning.

Launched multiple campaigns and initiatives within 'Dice Marketing & Advertising' to expand the business development end further, promoting a welcoming, supportive, and growing work culture.

## Contact

### Phone

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### Address

Lebanon, Beirut

## Education

2018

### Bachelors in Marketing

Lebanese American University

## Marketing Skills

- Social Media Content Creation
- Strategic Planning
- Research & Branding
- Influencer Management

## Functional Skills

- Team Management & Organization
- Critical Thinking
- Client Servicing
- Project Management

## Language

English

Arabic

French Intermediate

## Experience

### Mar 2019 - Present

Dice Marketing | Lebanon & KSA

#### Social Media Manager

- Design effective social media marketing strategies to achieve client's marketing goals.
- Collaborate with the different departments to develop strategies, and present new activation and campaign ideas
- Manage social media process that includes reviewing requests, developing calendar, and following up until execution.
- Manage multiple client requests and ensure expectations are reasonable and clearly defined in the scope of work.
- Guide internal teams to manage tasks and deadlines
- Maintain and develop a good relationship with existing and new clients

### Social Media Specialist

- Develop social media content calendars that are optimized for each social platform and its intended audience.
- Gather research and data needed to formulate tactical campaigns and recommendations for our clients.
- Present program outlines, platform strategies, project ideas, and creative samples to clients in an effective, personable and insightful manner.
- Handle client budgets, forecast production costs, and review billing on a quarterly basis.

### Sep 2018 - Mar 2019

Digital Age | Lebanon, Beirut

#### Account Executive

- Developed engaging and creative social media content for multiple clients alongside content scheduling on various platforms.
- Created continuous brand awareness campaigns to gain audience attention for my clients.
- Monitored each client's social media metrics and KPIs; recommendations and reporting.

## Workshops

- "How to Take your Business Online Workshop" Certificate by Lana Sahely
- Personal Branding Certificate
- L'Oreal Brand storm Certificate of Participation
- Styling and Image Consulting Workshop by Rana Saab
- Media Coverage for JamaloukiCon