



Alaa Eddin Zein

Social Media Executive

I am ambitious, dynamic, hardworking, and self-driven offering excellent communication skills and the ability to function well in a fast-paced team.



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Beirut, Lebanon



22 May, 1997

SKILLS

Content creation

Social media management

Campaign planning and execution

Word, Excel, and Power Point

Team management

LANGUAGES

Arabic
Native or Bilingual Proficiency

English
Full Professional Proficiency

INTERESTS

Photography

Writing

Basketball

Social Media

Football

Music

WORK EXPERIENCE

Freelance Social Media Marketing Executive Dentsu

10/2022 - 01/2023

Dubai, United Arab Emirates

Advertising Services

Achievements/Tasks

- Assisted in managing social media accounts of 10 different destinations in the hospitality, beauty, entertainment and retail industries and developing monthly calendars for 10 different accounts.
- Conducted monthly reports for different accounts.
- Created visually appealing content for Instagram, Facebook, and Twitter, including graphics, videos, and infographics.
- Created and edited photos and videos for social media posts.
- Monitored and analyzed social media metrics to determine the success of campaigns and make data-driven decisions.

Team Leader Crown Concept Group

08/2020 - 08/2022

Dubai, United Arab Emirates

Hospitality

Achievements/Tasks

- Managed day to day activities of the team members.
- Implemented Dubai municipality health & Safety regulations.
- Created a structured and comprehensive framework that highlights strength, weaknesses, and set objectives for team members to accomplish.
- Designed outlet maintenance schedules and service reports.
- Conducted monthly performance assessment for team members.
- Marketing Intern.**
- Worked along with the marketing team on implementing special activations to increase footfall by developing specific marketing strategies and plans.
- Supported the marketing team in analyzing the valuable data on the social media channels.
- Building the brand's community and engaging with the audience to ensure that their feedbacks and concerns are addressed in a timely manner.

EDUCATION

Bachelor in Business Marketing Lebanese International University

02/2017 - 02/2021

Beirut, Lebanon