

# AMINA KHALIFE

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## OBJECTIVE

Seeking a challenging position within a well reputed organization, that allows me to utilize my skills and abilities for professional growth and development, while making a valuable contribution to your company.



## EXPERIENCE

### **Content Creator & Social Media Specialist | Madison** (Beirut Digital District-Lebanon)

26/7/2021 – in progress

- Coordinate with design teams to illustrate posts
- Research industry-related topics
- Create marketing strategies & content calendars for several social media platform

### **Freelance Social Media Specialist | Ambula**

(Beirut- California)

1/4/2021 – in progress

- Research industry-related topics
- Create marketing strategies & content calendars for several social media platform

### **Social Media Specialist | Fullmarq**

(Beirut-Lebanon)

1/1/2021– 30/5/2021

- Create marketing strategies & content calendars for several social media platforms
- Research new social media trends to strategize content ideas.
- Use analytics tools to gauge the success of posts and campaigns.

### **Digital Marketing Specialist | IIS for E-solution**

(Beirut-Lebanon)

10/2020– 1/1/2021

- Build and maintain client's social media presence
- Plan and execute all digital marketing, including SEO/SEM, marketing database, email, social media and display advertising campaign
- Measure and report performance of all digital marketing campaign, and assess against goals (ROI and KPIs)

### **Marketing internship | Schemazone –Reach Academy**

(Beirut-Toronto)

05/2020– 06/2020

- Working on real business tasks/projects
- Lectures given by experienced professionals

## **Content Operator | Anghami**

(Beirut-Lebanon)

05/2019– 09/2019

- Take care of new releases, uploads and ingestions
- Research content and artist support
- Podcasts

## **Digital Marketing Internship| mbc**

(Beirut-Lebanon)

03/2019– 04/2019

- Develop the right digital marketing skills and strategies
- Research for digital content for entertainment programs and Drama series
- Optimize content for the website and social networking channels such as Facebook, Twitter, Instagram, Google Plus, etc.

## **Administration Internship| Children Cancer Center**

(Beirut-Lebanon)

01/2019– 05/2019

- Assisting Fundraising team in multiple campaigns.
- Assisting HR& Operations team in logging the schedule of interns and the hours of volunteering as well as calculating the total hours of volunteering completed by friends/interns. Moreover, in issuing airway bills and packaging documents to be delivered by Aramex and DHL.



## **EDUCATION**

### **Bachelor Degree-Haigazian University| Business Marketing Communication**

09/2016 – 05/2019



## **SKILLS**

- Creative and adaptable, learn new responsibilities quickly
- Skilled in planning and organizing
- Microsoft Products
- Arabic (Native) / English (Full Professional Proficiency) / French (Limited Working Proficiency)
- Excellent written and verbal communication skills
- Comfortable working in teams
- Relates well to customer and all levels staff



## **WORKSHOPS & ACHIEVEMENTS**

- Advanced Social Media workshops – Amideast
- Mastering Digital Marketing Workshop- Amideast
- Rewarded an honorary mention as one of the top five globally by the Facebook Corporation in 2019.



## **VOLUNTEERING**

- Volunteer at Children's cancer center Lb. (cccl)
- Volunteer at Lebanese Red Cross