




GHIDA MAKTABI

SOCIAL MEDIA SPECIALIST

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Beirut, Lebanon 



JOB EXPERIENCES

MARKETING COORDINATOR

Feb 2019 - Present

IWAN MAKTABI - The Third Generation

Be the representative of Iwan & contact person with the advertising agency.
Coordinate with the agency for the production of all marketing materials
Build and maintain social media presence across all digital channels
Measure and report the performance of all online activities
Organize & update effectively the website content (on a weekly & monthly basis).
Handling, sorting & updating the Marketing Material (photos archive, ads, catalogues...)
Create & coordinate promotional activities to help increase the brand awareness & the sales of the company (through on line & regular channels).
Prepare & implement launching events according to the new arrivals.

ACCOUNT EXECUTIVE SOCIAL MEDIA SPECIALIST

Feb 2015 - Nov 2018

SPEARHEAD - Marketing and Communications

Develop Social Media strategy and content plans that engage brand's target audience Source and gather meaningful content based on brand
Monitor and analyze competitors on different platforms Develop Online and Offline marketing strategy
Organize collaborations with bloggers that are aligned with brand's image
Review client accounts on a bi-weekly basis and raise red flags with recommendations Liaise with account holders to understand current and upcoming objectives
Develop and evaluate Social Media strategies and content plans while offering insight and recommendations into content performance
Acted as copywriter when working on pitches and major online and offline campaigns Gathering data, measuring and reporting performance of brands' social media platforms on a monthly basis



EDUCATION

BACHELOR OF SCIENCE IN MARKETING

Fall 2010 - Spring 2014

LEBANESE AMERICAN UNIVERSITY (LAU)



REFERENCES

Available upon request



PRO SKILLS

- COPYWRITING
- CREATIVITY
- MICROSOFT OFFICE
- GOOGLE ADS
- TEAM WORK
- PHOTOSHOP