



LAYAL CHAKHTOURA

SOCIAL MEDIA EXPERT
COPYWRITER

I will meet all my deadlines although I am a professional procrastinator. I never crack under pressure thanks to my cold nerves. Speaking of cold, I always am, and I WILL steal the AC controls and negotiate a 30mins off/30mins on kind of situation. I'm a team player but I can be slightly annoyingly bossy. I love to say I told you so; I've actually made up an "I told you so" jingle. All my puns are intended and I like to believe my sarcasm is genius. If my mouth doesn't say what I'm thinking, my face definitely will. I will get up and walk out of a restaurant with a poorly designed and/or horribly written menu.

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Jbeil, Lebanon

Date of Birth : 19/02/1989

LANGUAGES

Arabic (Native)

English (Fluent)

French (Fluent)

Spanish (Beginner)

EDUCATION

2010-2012

Saint Joseph University of Beirut

Professional Masters in Conference Translation

2007-2010

Saint Joseph University of Beirut

Lebanese Baccalaureate in Literature

2006-2007

College Saint Joseph - Antoura

Bachelor's Degree in Modern Languages / Translation

EXPERIENCE

JUL 2015 - Present

Freelancer

Social Media Marketing Expert

- Designed and produced various digital media campaigns, from concept through development.
- Maintained brand standard for each project while incorporating feedback from the clients
- Helped define new and innovative interactive experiences, yielding fresh results and new channels of engagement.
- Worked on local and regional brands such as Tito's Vodka, XBODY, Tony's Food, Lteif home appliances, Orizon, Publicity, and more.

2012 - 2015

Softimpact

Digital Marketing Manager

- Worked on major local and regional brands such as Bridgestone, Motoshow, Vigrin TBO, Le Cercle Hitti, and more.
- Worked closely with the executive team to implement the digital marketing strategies.
- Executed deliverables on time and consistently found innovative ways to improve projects along the way.

2015

A Scheherazade's diary

Documentary by Zeina Daccache

Translation from Arabic into English and French.

2015

From the bottom of my brain

Documentary by Zeina Daccache

Translation and Copywriting in Arabic and English.

2015

EPIC The Motion Picture

Movie by Nemr Abou Nassar

Translation from English into Arabic.

SOFTWARE

Adobe Photoshop, Adobe Illustrator, and Adobe After Effects (beginner).

SKILLSET

- SEO Optimization
- Website traffic generation & retention
- Analytics, auditing and reporting
- Branding & identity conception
- Campaign creation & management
- Social media accounts management
- Online marketing & advertising
- CMS & backend management