

Grace Abdel Samad

PROFESSIONAL SUMMARY

Have the opportunity to make a significant impact on the market, utilizing out-of-the-box creative marketing concepts through copywriting and social media, today's most powerful communication and brand building channels.

CONTACT



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LANGUAGES

Arabic – Native Speaker
English – Excellent Knowledge
Spoken and Written
German – Intermediate Level
Spoken and Written

WORK EXPERIENCE

September 2013 - present | Senior Content Writer at Gosawa

- Generate, edit, publish and share daily content (original text, images, video) that build meaningful connections and encourages community members to take action.
- Set up and optimize company pages within each platform to increase the visibility of the company's social content.
- Moderate all user-generated content in line with the moderation policy for each community.
- Collaborate with other departments (such as customer relations, sales) to manage reputation, identify key players and coordinate actions.

2015 - 2017 | Freelance Social Media Specialist

- Build and execute social media strategies through competitive research, platform determination, benchmarking and messaging.
- Continuous improvement by capturing and analyzing the appropriate social data/metrics, insights and trends.

Spring 2013 | Internship at NMC (New Mechanical Center) in the Marketing Department - Shouf, Lebanon

- Support the Marketing Department in executing the Marketing and Visibility strategy for the company.
- Managing social media accounts including Facebook, Instagram and Twitter.

2010 - 2013 | Assistant at NDU in both Shouf and Main Campus Libraries

- Data collection, Archiving, Shelving.

EDUCATION

- 2010-2013 | **BA Degree in Advertising and Marketing** at Notre Dame University-Louaize. GPA: 3.2
- 2013 | **Certificate in Marketing Communication** from IAA - International Advertising Association
- 2017 | **Online Course in Adobe Photoshop** by The Live Online Academy
- 2009-2010 | **BAC II degree in Sociology and Economics** at Shouf National College - Baakline Al Shouf.

DIGITAL SKILLS

- Digital Marketing
- Social Media Marketing
- Content Marketing
- Search Engine Optimization (SEO)
- Online Advertising

SOFTWARE LITERACY

- Adobe Suitcase: Photoshop, Illustrator
- Microsoft Office: Excel, PowerPoint, Word
- Operating Systems: Mac OS X, Windows

REFERENCES

References are available upon request.