

Fatima Shoukeir

Digital Marketing & Communications Specialist



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PERSONAL INFORMATION

Date of Birth: 02/07/1992

Nationality: Lebanese

- Journalist, Copywriter and Content Creator
- Digital marketer: SEO, SEM, Google Analytics & Email marketing
- Social Media Marketer: strategies, execution and tools (Falcon, Social Bakers)
- Certified Trainer
- Communications Coordinator



EDUCATION

2019

Digital Marketing Diploma, Lebanese American University LAU

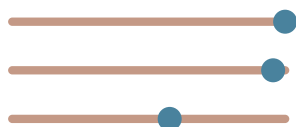
2010 -1015

Master's degree in Communications and Media, Lebanese University

2010

Lebanese baccalaureate, Life Science

ARABIC
ENGLISH
FRENCH



PROBLEM-SOLVING
TEAM WORK
COMMUNICATION





WORK EXPERIENCE

February 2020 – Now

Lebanese League for Women in Business (LLWB) – Communications Coordinator

- Development and implementation of the communication strategy that includes media outreach and social media content creation
- Researching and writing press releases, and content for the website, infographics, blogs and newsletters
- Building and maintaining relationships with journalists and key external role-players.
- Content Creation and Translation

October 2019 – Now

J Group – Content Creation and Copywriting Consultant

- Digital English and Arabic Content Creation
- Marketing and Creative Copywriting
- Digital Training for staff

November 2019 – June 2020

WhiteStork - Content Creation and Online Marketing Consultant

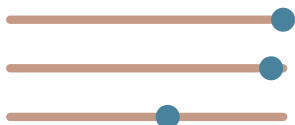
- Digital Content Creation: blogs, websites, videos, etc.
- Optimizing the digital content
- Managing the creation and delivery of marketing strategies
- Market and Competitive research

December 2015 – January 2020

Mentis Plus – Social Media Marketing Specialist

- Set digital marketing strategies using all necessary tools (website, emails, social media, etc.)
- Research products, services and current strategies to identify new opportunities
- Creating editorial calendars and syndication schedules
- Analyze web traffic metrics and suggest solutions to boost web presence
- Build strong clients relationships through social media interaction
- Establish best practices in digital marketing

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WORK EXPERIENCE

January 2016 – January 2020

Al Mayadeen TV Channel - Leader of Social Media team Outsourced by Mentis Plus

- Develop content strategy aligned with short-term and long-term marketing targets
- Collaborate with marketing and design teams to plan and develop site content, layout, etc.
- Edit, proofread and improve team's posts
- Optimize content according to SEO
- Manage content distribution to online channels and SM platforms to increase web traffic
- Stay up-to-date with developments and generate new ideas to draw audience's attention

April 2014 – May 2016

Esteqsaa' Program – LBCI (Shoot Production) – Investigative Reporter

- Producing investigative documentaries

Aug 2013 – Dec 2015

Al-Akhbar newspaper

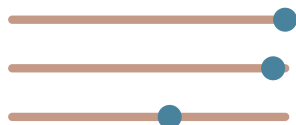
- Journalist, Senior Editor and Website's Community Manager

March 2015 – September 2015

Social Media Consultancy Projects

- Social Media Manager of the "Mediterranean diet and enhancement of traditional foodstuff - MedDiet" project funded by European Union in the framework of the ENPI CB.
- Social Media Consultant of PAVE (Action to Protect and Assist Vulnerable and Exploited Migrant Workers); project funded by EU and implemented by IOM in the MENA region.

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WORK EXPERIENCE

Jan 2013 – Aug 2013

Slab News Website

- Senior Desk editor, Social Media developer

Jan 2013 – Jun 2013

Kharej-Al-Taghtiya Program, Match Production

- Documentaries production

Feb 2012 – Sept 2012

Consult E-marketing – Digital Marketing Executive

- Assisting in the formulation of strategies to build a lasting digital connection with consumers
- Assisting in launching optimized online advertisements

Jan 2011 – Jun 2011

Al-Qabas Newspaper

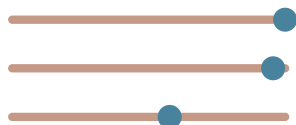
- Editor and Journalist

March 2008 – August 2009

Al-Hiwar Newspaper

- News editor and Researcher

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