

REMY FARAH

DIGITAL ENGAGEMENT EXECUTIVE



ABOUT ME

Creative and accomplished professional hoping to advance my career, enhance my skills and become part of a pool of highly experienced and talented team where my skills and proficiency will be utilized.



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WORK EXPERIENCE

DIGITAL ENGAGEMENT EXECUTIVE & CONTENT WRITER

assaly.ch Digital Marketing Agency – Hazmieh, Lebanon.
(February 2020 – Present)

- Communicate with clients to ensure brand guidelines are respected throughout all deliverables.
- Develop and manage a detailed project schedule and work plan while monitoring progress and making adjustments as needed.
- Measure project performance to identify areas for improvement.
- Author, edit, and proofread all copy to ensure correct grammar and quality content for all social channels.

Contact: Christian Assaly // +961 3 445 402 or +33 7 88 99 74 27
// hello@assaly.ch

TRANSLATOR & DATA COLLECTION AGENT

Exigo Research & Communication – Remote.
(January 2020 – Present)

- Facilitate focus groups in different areas in Lebanon.
- Transcribe interviews and/or focus groups.
- Translate quantitative and qualitative surveys from Arabic into English and vice versa.

Contact: Bérange Pineau // +961 70 875 243 //
berangere@exigoresearch.com

EVENT PLANNER

Eventions s.a.r.l. – Furn el Shebbak, Lebanon.
(August 2018 – November 2019)

- Organized a high-end fundraiser, Le Bal du Cèdre, for the NGO ASSAMEH BIRTH & BEYOND on two occasions. Increased the number of donors from 400 in 2018 to 700 donors in 2019.
- Led social media marketing campaigns for the company's events: Byblos en Blanc et Rosé 5th Edition (4,000 visitors), ViniPicnic 1st Edition (500 visitors), and Vinifest 12th Edition (10,000 visitors).
- Organized a launch party for an online wine selling platform, Vinileb, and generated 2,000 USD in sales.
- Organized at the request of the Lebanese Ministry of Agriculture the logistics of the Sixth Mediterranean Forest Week.

Contact: Neda Farah // +961 3 600 242 //
eventions.one@googlemail.com


LANGUAGES

Arabic (Mother Tongue)

French (Advanced)




English (Advanced)



Spanish (Limited Working Proficiency)



German (Beginner)



SKILLS

- Highly motivated and creative self-starter.
- Adaptability.
- Research.
- Search Engine Optimization (SEO).
- Time management.
- Knowledge of social media.

CERTIFICATIONS

- Youth Effectiveness Training (Y.E.T.) from Gordon Training International. (2018 - 2019)
- Mediation certificate from Professional Mediation Centre (CPM), Saint-Joseph University (USJ). (2017 - 2018)

CUSTOMER SERVICE & MARKETING ASSISTANT

VESTITI – Sin el Fil, Lebanon.
(November 2017 – August 2018)

- Assisted customers with their purchases through WhatsApp, phone calls, or the website.
- Developed with the managing director concept ideas and marketing strategies for campaigns. Integrated a naming scheme for products which led to better customer support. The strategy is still being used at the company to this day.
- Directed the sales team when participating in events. Acted as a direct supervisor at Jamaloukicon 2018 and generated 10,000 USD in sales.
- Before the events in question, developed marketing and influencer marketing strategies with the managing director. VESTITI's booth attracted celebrities like Victoria's Secret Angel Isabel Goulart, blogger Camila Coelho, and former Miss Lebanon Perla Helou.

INTERPRETER

International Youth Conference for Peace 2016 – Beirut, Lebanon
(August 2016)

- Translated Arabic into French and English for the European and South African members of the conference.
- Interpreted for attendees on visits to touristic sites.

EDUCATION

MASTER'S DEGREE IN INTERNATIONAL BUSINESS NEGOTIATIONS (2017 - 2019)

Lebanese University – Centre of Languages and Translation
New Rawda, Lebanon.

- Master's Thesis: Impact of Celebrity Endorsements on Lebanese Fashion Designer Brands.
- Cultural Environment End of Semester Project: Introducing Switzerland.
The presentation was completed with the help of the Swiss Embassy in Lebanon and the Embassy Attaché.

BACHELOR'S DEGREE IN TRANSLATION (2013 - 2017)

Lebanese University – Centre of Languages and Translation
New Rawda, Lebanon.