

Yara El Helou

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D.O.B: 08/10/1991 – Single- Lebanese

Objectives

Aim to work with a reputed company, in order to use my experience and expertise while advancing myself in my career as well.

Experience

Tribe66 Advertising Agency - Beirut Lebanon

June 2019

Social Media Specialist

- Define most important social media KPIs
- Measure the success of every social media campaign
- Build and execute social media strategy through competitive research, platform determination, benchmarking, messaging and audience identification
- Generate, edit, publish and share daily content (original text, images, video or HTML) that builds meaningful connections and encourages community members to take action
- Set up and optimize company pages within each platform to increase the visibility of company's social content
- Create editorial calendars and syndication schedules
- Continuously improve by capturing and analyzing the appropriate social data/metrics, insights and best practices, and then acting on the information
- Collaborate with other departments (customer relations, sales etc) to manage reputation, identify key players and coordinate actions

Business Motion - Beirut Lebanon

September 2018 - February 2018

Communications and Social Media Executive

- Social Media Marketing and management of Business Motion social media platforms/LNE/Winter Wonderland
- Search for and prepare content for the social media videos.
- Prepare audiences and manage ads for Facebook and Instagram
- Content Marketing: Writing blog articles about digital marketing topics, and publishing them on Business Motion website, translate article into Arabic.
- Email Marketing: Prepare and send Email marketing campaigns via mail chimp, and follow up on campaign analytics and results.

Bees Road Publications- Beirut Lebanon

March 2018 - September 2018

Freelance Translator/ Personal Assistant/ Social Media Executive

Translate the Fifth Column Novel from English into Arabic, and handling all Arabic Content of 4 Websites. Managing 2 Social Media pages on all platforms (Facebook, Twitter, Instagram).

[Choueiri Group - Jamalouki.net](#)

June 2016 - September 2017

Fashion and Beauty Editor

- Creating, developing and presenting content for jamalouki.net website introducing the latest trends.
- Work on Adobe Photoshop
- Cover the Fashion and Beauty Events and publishing press releases.
- Decide on story ideas and themes, along with the editor-in-chief, to meet audience preferences. Boost social media activity and keeping in contact with industry professional.
- Meet deadlines and budget requirements.

[Annahar Newspaper - Annahar.com](#)

November 2015- April 2016

Fashion and Beauty Journalist

- Research, write, edit, proofread and file news stories, features and articles to use on annahar.com.
- Read and publish press release, establishing and maintaining contacts and verifying statements and facts.

[Mediaquest - Marie-Claire Magazine](#)

February 2015- August 2015

Fashion and Beauty Editor

- Content creation for daily articles

[INSAN Association- Beirut - Lebanon](#)

December 2014- May 2015

Legal Research and monitoring Human Rights violations in Lebanon Trainee

- Solving actual Cases regarding foreign workers in Lebanon and doing researches about their rights (Personal Status Law, Work Law...)

[Joy El Haber Law Firm- Beirut - Lebanon](#)

December 2012- May 2013

Trainee

Education

Sagesse University, Beirut, Masters In Law

October 2010 - July 2017

Ecole Secondaire des Filles de la Charité, Beirut, Degree in Economics and Sociology

June 2009

Certificate

Intoact Agency, Dbayeh, Digital Marketing A-Z Training Program

May 2019

Languages

Arabic: Fluently written, spoken and read.

French: Fluently written, spoken and read.

English: Fluently written, spoken and read.

Spanish: Beginner.

Computer Skills:

Advanced knowledge in Microsoft Office (Word, Excel, PowerPoint) and internet.

Basic knowledge in Adobe Photoshop.

Extracurricular activities:

Drawing, Swimming, Traveling, Ping Pong, Boxing

References

Mrs Rania Abou Nader, Business Motion

rania@businessmotion.com.lb

Mrs Nelcy Basset, Choueiri Group

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Mrs Muriel Jalkh, Annahar.com

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Mrs. RoulaHamati, Insan Association

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