

KARIM EL HORR

EDUCATION

Lebanese American University

Bachelors in Information Technology Management with a 3.31 GPA

CONTACT

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📍 Beirut

SKILLS

- TRILINGUAL
- DIGITAL MARKETING
- DATA ANALYTICS
- GOOGLE/FACEBOOK ADS
- COMMUNITY MANAGEMENT
- COPYWRITING
- TRANSLATION
- VIDEO EDITING
- EVENT MANAGEMENT

EXTRACURRICULAR

- PIANO AND GUITAR
- VP OF LAU JAPANESE CLUB
- HAVEN FOR ARTISTS (NGO)
- AFDC (NGO)

EXPERIENCE

For The Record | Co-Founder

May 2019 – Present

- Established the brand roadmap, business proposal, and value proposition
- Developed a digital marketing and communication strategy campaign
- Managed all social media channels that led to 400 followers pre-launch
- Contacted and partnered with local initiatives
- Interviewed 20+ artists, record labels, venues, which all led to articles
- Edited and contributed to 20+ articles about the local music scene
- Produced 10+ performances, interviews, and documentaries
- Managed a team of 15+ people from all creative fields (animators, illustrators, filmmakers, PR)

*.Technology SARL | Business Development Executive

Aug 2019 - Jan 2020

- Created a comprehensive database of 300+ stores for a deals application called "Cielo", adding all relevant details pertaining to them
- Devised an action plan for Cielo and distributed tasks for all team members with deadlines
- Developed marketing strategies, communication strategies, social media calendars, customer surveys, and consumer buyer journeys/personas for Cielo and company clients
- Created and ran advertising campaigns on Google and Facebook Ads
- Wrote 10+ presentations, developing the' storytelling journey and tone of voice
- Researched and constructed 5+ executive-level presentations about potential companies and governments to partner with

Ipsos | Freelance Translator and Transcriber

Feb 2017 - 2020

- Translated and transcribed 300+ audios word-by-word from Arabic to English
- Reported to the head of translation on market research-related matters

Luna Sessions | Event Manager

Jan 2018 - Jun 2018

- Planned and launched 10+ weekly musical events at Luna's Kitchen
- Succeeded in maintaining a 40 people minimum attendance for all events
- Managed a team of 3 people in charge of the venue
- Created a social media, gaining 100 followers within 1 week
- Purchased, installed and maintained audio gear throughout the events
- Set-up, tested musical instruments and conducted 10+ soundchecks
- Scouting, scheduling, and booking artists on a weekly basis (10+ artists)