

AREEJ ZAFRAN

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EXPERIENCE

SEPTEMBER 2022 – PRESENT

(BEIRUT – LEBANON)

EXECUTIVE PERFORMANCE, UM MENA

- Launching different objective campaigns on social media platforms (FB+IG, Twitter, Tiktok and Snapchat).
- Monitoring and optimizing campaigns to meet clients KPIs.
- Providing recommendations and support on Digital Media Plans.
- Reporting on campaigns deliveries.

JUNE 2022– SEPTEMBER 2022

(BEIRUT – LEBANON)

INTERNSHIP, UM MENA

- Launching campaigns on social media platforms (Facebook, Instagram, Snapchat, etc.).
- Launching Search, Display, and Video campaigns on Google Ads.
- Launching YouTube campaigns on DV360.
- Completed Google Ads certifications (Google Ads Search Certificate, Google Ads Display Certificate, and Google Ads Video Certificate), Twitter Flight School, Snapchat Focus.
- Reporting on campaign deliveries and ensuring KPIs are achieved according to Media Plans and commitments to client.
- Attending multiple onboarding trainings.

JANUARY 2022– APRIL 2022

(BEIRUT – LEBANON)

CUSTOMER SUPPORT SPECIALIST, INFOCUBED

- Helped agencies use Info3plan for entering Media plans and Info3track for interrogating consolidated Media plans.
- Logged all requests/anomalies in a ticketing system and ensured they're successfully resolved.
- Assisted the Product Owner in the design of functional product developments.
- Participated in project meetings with the client.
- Attended several trainings on the usage and functionality of platforms used by Infocubed.

EXPERIENCE

JULY 2021– OCTOBER 2021

(BEIRUT – LEBANON)

FREELANCER – PAID SOCIAL, MINDSHARE MENA

- Campaign implementation, monitoring, and optimization across major social media platforms (Facebook, Instagram, Snapchat, LinkedIn, Twitter and Tiktok).
- Developed post campaign analysis reports.

JULY 2019 - AUGUST 2019

(BEIRUT – LEBANON)

INTERNSHIP, OMNICOM MEDIA GROUP (OMG)

- Launched social media campaigns on platforms including Facebook, Instagram, Google Search across multiple clients.
- Optimized paid search and social campaigns to achieve KPIs and objectives.
- Worked with different teams under different departments (performance, planning and social media)
- Took courses on Google marketing platforms and Facebook blueprint.
- Developed post campaign analysis report.

JULY 2019– AUGUST 2019

(BEIRUT – LEBANON)

INTERNSHIP, BANQUE DU LIBAN

- Participated in and attended several trainings held by professionals
- Exposure to the day-to-day operations of the different departments in the bank sector -
- Developed my knowledge in Finance and Economics

EDUCATION

SEPTEMBER 2016 – JUNE 2020

(BEIRUT - LEBANON)

BUSINESS ADMINISTRATION EMPHASIS IN ADVERTISING AND COMMUNICATION, HAIGAZIAN UNIVERSITY

Distinctive Major courses include: Marketing E-commerce, Integrated Marketing Communication, Consumer Communication and the Public, Entrepreneurial Marketing and Consumer Behavior.

SEPTEMBER 2009 – JUNE 2016

(BEIRUT – LEBANON)

LEBANESE BACCALURETTE IN ECONOMICS AND SOCIOLOGY, BEIRUT BAPTIST SCHOOL (BBS)

SKILLS

- Computer: Efficient with Microsoft Word, Microsoft Project Plan, Excel, PowerPoint, Database and Outlook.
- Languages: Arabic and English (Excellent).
- Other: Photography, Photoshop and Illustrator.
- Soft: Communication, Team Building, Time Management, Attention to Detail.

CERTIFICATES

FEBRUARY 2023 (BEIRUT, LEBANON)

TEADS AD MANAGER FUNDAMENTALS, TEADS ACADEMY

JULY 2022 – JULY 2024 (BEIRUT, LEBANON)

ADS MANAGER CAMPAIGN ACTIVATION, SNAPCHAT

- Drive Full-Funnel Results with Snapchat
- Win Bids in the Auction
- Reach Your Audiences
- Activate Cross-Channel Measurement
- Launch a Split Test Campaign

NOVEMBER 2022 – NOVEMBER 2023 (BEIRUT, LEBANON)

META CERTIFIED MEDIA BUYING PROFESSIONAL, META

OCTOBER 2021 – OCTOBER 2023 (BEIRUT, LEBANON)

LINKEDIN MARKETING SOLUTIONS FUNDAMENTALS CERTIFICATE, LINKEDIN

- Introduction to LinkedIn Ads
- Using LinkedIn's Ad Targeting
- Reporting and Analytics for LinkedIn Ads

SEPTEMBER 2019 (BEIRUT, LEBANON)

MAHARAT MIN GOOGLE, LEBANESE AMERICAN UNIVERSITY

- Exposed to online opportunities and search engine optimization for startups and entrepreneurs. -
Dealt with Google Ads platforms (display network and search ads network).

MARCH 2019 - MAY 2019 (BEIRUT, LEBANON)

PHOTOSHOP AND ILLUSTRATOR SESSIONS, HAIGAZIAN UNIVERSITY

-Developed creativity (think out of the box).
-Worked on creating a poster for kids as a final project.

DECEMBER 2016 – JANUARY 2016 (BEIRUT, LEBANON)

PHOTOSHOP SESSIONS, HAIGAZIAN UNIVERSITY

-Completed beginner courses.
-Acquainted with editing photos.

SEPTEMBER 2015 – DECEMBER 2015 (BEIRUT, LEBANON)

PUBLIC RELATIONS DEPARTMENT, INJAZ COMPETITION

-Enhanced presentation and communication skills.
-Developed entrepreneurial skills.

VOLUNTEER WORK

DECEMBER 2017 – APRIL 2022 (*BEIRUT, LEBANON*)

A VOLUNTEER MEMBER, RED CROSS

- Developed teamwork spirit.
- Participated in several trainings/workshops (HVP, Environment, Youth...)

SEPTEMBER 2019 – DECEMBER 2019 (*BEIRUT, LEBANON*)

RESEARCH MANAGER AND COORDINATOR, HOPE FOR HELPERS

- Developed creative solutions for the campaign.
- Stayed on top of my own deadlines.
- Equipped to use a logical process to figure things out.