



RS

RABIH SHEHAYEB

ADVERTISING & MARKETING

LANGUAGE

Fluent in Arabic and English |
Basic French

SKILLS

·Personal skills:

Fast learner
Negotiation skills
Communication skills
Ability to work under pressure
Multitasking
Quality-oriented
Highly motivated with a strong
desire to learn and grow

·Computer skills:

- Microsoft Excel, Word and
PowerPoint
- Works on Ariana and Statex
software, Adobe Photoshop,
after effects, Premier, and Avid.
All social media Platforms
Instagram-Facebook-twitter-
Pinterest-Tumblr-Youtube-
LinkedIn-Google+

EXPERIENCE

Digital Account Manager • Accelerate Me Online (May 2018 – Present) (Saudi Arabia & Kuwait)

- Plan and implement digital strategies/pitches for clients
- Investigate and determine clients wants and needs
- Present social media strategies to clients
- Analyze effectiveness of digital campaigns
- Act as the point of contact for clients for digital management matters
- Creating newsletter featuring the latest trends in the market to share it with our clients
- Build strong, long-term client relationships and maintain frequent contact
- Suggest, design and implement digital projects to increase customer ROI
- Dealing with influencers
- Address client queries effectively and in a timely manner
- Presenting monthly reports port on web performance metrics
- Keep abreast with new trends in digital technology
- Work with the Social Media Director in following up with the team and ensure client's deliverables are being sent accurately and on time

COMMUNITY MANAGER • Webedla Arabia (Feb 2017 – May 2018) ABC MALL (LEBANON) • ACCOR HOTELS (UAE - BAHRAIN - KSA - EGYPT) • NESTLÉ PROFESSIONAL (CHEF CIRCLE) • NESTLÉ DESSERTS ARABIA

- Direct contact with the client
- Establish & execute new digital strategies for pitches, as part of the content creation team, including brand visual guidelines, content plan, & thorough competitive bench marking.
- Coming up with engaging posts and ideas that drive users to buy our products.



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- Presenting monthly reports (KPIs, SM, Benchmark, TAQs, FAQs, Moderation...)
- Develop & create monthly social media calendars (Visuals, captions, hashtags...)
- Stay up to date with the latest trends and algorithms
- Monitoring all social media platforms at all times (during business and non-business hours)
- Managing multiple platforms at the same time
- Work closely with the creative team, designers, and the production team to execute and finalize the content creation process (web-ready content, title tags and description...)

· **INTERN • SOLIDERE** (JUNE-AUGUST 2016)

Internship at Solidere, media unit department:

- Worked as a social media executive for Beirut souks and Saifi areas
- Participated in the photography activities
- Contributed to the update of Beirut souks Website

EDUCATION

BA IN ADVERTISING AND MARKETING • 2016 • NDU (NOTRE DAME UNIVERSITY)

BAC2 • 2012 • CEDARS CULTURE SCHOOL (CCS)