

Sarah Tayar

SOCIAL MEDIA & MARKETING EXECUTIVE

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Objective

Creative and results-driven marketing executive with experience in social media management, content creation, and client engagement. Passionate about leveraging creativity and analytics to build strong online communities and enhance brand visibility. Eager to contribute to a dynamic team and help brands thrive in the digital space.

Experience

Intagee, Lebanon / Social Media Executive

Apr 2024 – Jun 2024

- Manage social media accounts for clients, including content creation, scheduling and engagement strategies
- Develop and execute social media campaigns to increase brand awareness and drive engagement
- Analyze social media metrics and provide reports to clients, offering insights and recommendations for optimization
- Collaborate with internal teams, including graphic designers and production team, to produce high quality content aligned with the client objectives
- Stay updated on social media trends and platform updates to ensure strategies remain innovative and effective

Fluidmeet, Dubai UAE (Remote) / Sales Representative

Jul 2023 – Feb 2024

- Conducted market research to identify potential clients
- Achieved 10% of sales targets consistently focusing on client acquisition and retention
- Engaged with clients, understood their needs and recommended suitable package services
- Established strong relationships with clients, leading to a 20% increase in repeat business
- Assisted in the development of sales strategies and provided excellent customer service

ILC for Home Decor, Lebanon / Community Manager Assistant

Dec 2020 – Oct 2022

- Increased active social media followings by 30%
- Managed online community relationships, responding promptly to inquiries
- Analyzed trends and platform changes for sustained high social media engagement
- Coordinated collaborations with influencers, resulting in 10% sales increase
- Utilized social media analytics tools for performance measurement and content optimization
- Supervised courier coordination and logistics

Ubility, Lebanon / Marketing Coordinator

June 2019 – Oct 2019

- Assisted in writing proposals for international incubation programs applications (Zendesk)

- Managed a successful email marketing campaign, increasing click-through rates by 20%
- Designed engaging video content for email marketing campaigns
- Collaborated with the software team to develop websites content

Education

Lebanese University

Bachelor Degree in Marketing

Skills & abilities

- Client Relationship Management
- Communication & Problem Solving
- Microsoft Office Suite (Word, Excel, PowerPoint)
- Adobe Creative Suite (Photoshop)
- Marketing Strategy & Planning
- Content Creation & Management
- Digital Marketing & SEO
- Market Research & Analysis
- Performance Analysis & Reporting

Languages

- Arabic: Native
- English: Advanced
- French: Intermediate