

Tatyana HALABI



ABOUT ME

I am an experienced, detail-oriented and highly driven social media manager and copywriter. My ultimate goal is to outdo myself in everything I decide to venture into whether in business or in the world of art.

CONTACT INFO

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📍 Jal El Dib, Metn, Lebanon

SOFT SKILLS

- Emotional Intelligence
- Adaptability
- Time Management
- Communication
- Active Listening
- Interpersonal Skills

HARD SKILLS

- WordPress Management
- Marketing Automation
- Adobe PS and AI basics
- Office Suites (Microsoft Office and Google Workspace)
- Spreadsheets
- Collaboration tools (Slack and Trello)
- Social Media Content Creation
- Data Management

LANGUAGE SKILLS

- English ★★★★★
- Arabic ★★★★★
- French ★★★★★
- Spanish ★★★★★

ACHIEVEMENTS

- Certificate of English Proficiency from Michigan University
- Certificate of Achievement in Personal Economics from Injaz
- LAU Model United Nations Certificate

PROFESSIONAL EXPERIENCE

Head of Copywriting and Social Media Director

Helpdose, May 2020 - Present

- Writing and proof-reading high-engagement Social Media content that reflects Helpdose's voice
- Managing the Social Media team and monitoring current campaigns to ensure social media tasks are timely and aligned with the company's vision
- Website content creation and profile setup for experts
- Collaborating with the graphics, product, marketing, and legal departments for messaging and external communication
- Overseeing and proof-reading articles and publications
- Using Scrum Agile Methodology for meetings and carrying out tasks and evaluating them

Community Manager/Marcom Specialist

CIS Group, June 2015 - November 2020

- Managed all social media platforms of the group
- Researched, developed and implemented offline marketing campaigns
- Launched email campaigns and webinars using Salesforce, Mailchimp and CISCO Webex/Zoom
- Handled the budget and activities related to HP Inc., HPE, Micro Focus, Microsoft, Dell Technologies, Cisco, and Oracle in Europe, Africa, Near East as well as the UAE (remotely and on ground)
- Managed content on the CIS websites and resolved errors that came up
- Designed e-invites, agendas, and other marketing materials

Marketing Specialist

iAxxess, September 2014 - April 2015

- Managed all social media platforms of the group
- Managed customer relationships
- Launched email campaigns and webinars using Mailchimp
- Handled the budget and activities related to Dell EMC, Acronis, VMware, Kaspersky, Symantec all over the MENA region
- Organized Seminars and Road-shows for vendors all over the MENA region
- Organized competitions and promotions
- Designed and produced marketing collateral (leaflets, giveaways, brochures, company profiles, roll-ups)

Marketing Specialist

Art Promotion, January 2014 - September 2014

- Handled clients' social media platforms and websites
- Worked on ideas, slogans, designs and presentations for clients like Mercedes Benz and Virgin Megastore

EDUCATION BACKGROUND

B.S in Marketing and Advertising

American University of Science and Technology, 2011

Graduated with a 3.8 GPA (High Distinction)