

L A R A F A R E S

Education

American University of Beirut (AUB) BA: Marketing

May 2020

Experience

Digital Echoes

Marketing officer

May 2019 – Present

- Social media strategy and execution
- Marketing Campaign Manager
- SEO Specialist
- Community Manager

Marketing Zone

May 2020 – Present

Freelance Marketer

- Social media strategist
- Content creation
- Community manager

Learning Hub

Dec. 2019 – February 2020

Digital Marketing Manager *(paused due to COVID-19)*

- Community manager
- Content creation
- Social media strategist

Damac Properties

July – August 2018

Promotional Venue Executive

- Handled the venue installed in Zaitunay Bay
- Trained newcomers
- Facilitated the sale of two luxurious apartments

Select Agency

Dec. 2017 – Sep. 2019

Promoter and Hostess

- Promoted products in Spinneys and Carrefour
- Hosted weddings all over Lebanon
- Seating coordinator

Extracurricular Activities

Mini Camp

June – November 2017 / 2018

- Guided children in the camp (indoor, outdoor and pool activities) ages 3 to 7.

American University of Beirut

September – December 2016

- Joined the Work study program as a Computer Data Entry Assistant

Lebanese Evangelical School for Boys and Girls

June – September 2014 / 2015

- Assisted in the admissions office

Workshops and Certifications

Google Analytics for Beginners, Advanced Google Analytics, Amideast Mastering Digital Marketing

Skills

Computer Skills: Microsoft Office Suite, Google Analytics, Wordpress, Wikipedia Publisher

Languages: Fluent in English and Arabic

Soft Skills: Organization, Persistence, Cooperation, Time-management, and Empathy