



Elio Mouhanna

Content Creation and Digital Marketing

Enthusiastic Media and Communication graduate with professional experience in writing, researching, and creating effective social media and blog content. Motivated to learn, grow, and excel in digital marketing.

✉ etm02@mail.aub.edu

📞 +961 81 606 176

📍 Rabweh, Lebanon

🌐 [linkedin.com/in/elio-mouhanna-941a04159](https://www.linkedin.com/in/elio-mouhanna-941a04159)

WORK EXPERIENCE

Content Creator Sikasok

11/2020 - Present

Beirut, Lebanon

- Started as an internship that turned into a full-time job.
- Utilized writing, editing, copywriting, and proofreading skills to produce engaging blog, email newsletter, and website content.
- Performed ongoing keyword discovery, expansion, and optimization to increase organic search footprint and drive relevant site traffic.
- Quickly learned new skills, mainly Google Ads and SEO optimization, and applied them to daily tasks, improving efficiency and productivity.

Social Media and Marketing Intern Agyl Middle East

09/2020 - 11/2020

Beirut, Lebanon

- Developed marketing content for social media.
- Performed market analysis and researched the latest trends.
- Used critical thinking to break down problems, evaluate solutions and make decisions.

Content Writing Intern Virgin Radio Lebanon (VRL)

05/2019 - 07/2019

Beirut, Lebanon

- Wrote and edited digital and radio content with an engaging and authentic approach.
- Proved successful working under tight deadlines within a fast-paced atmosphere.

EDUCATION

Bachelor of Arts, Media and Communication American University of Beirut

09/2015 - 12/2019

Beirut, Lebanon

GPA: 3.58/4 (Distinction)

- Activities: Helped in a gallery event and issuing AUB's first writing center catalog.

High School Diploma, International Program Brummana High School

09/2010 - 05/2015

Brummana, Lebanon

GPA: 92/100 (Distinction)

- Activities: Tutoring Club, Computer Club, and Prefect

SKILLS

Content Creation

Social Media Management

Marketing and Advertising

Google Ads

SEO Keyword Optimization

Copywriting

Organization

Critical Thinking

Researching

Responsibility

Problem Solving

Attention to Detail

CERTIFICATIONS

Introduction to Search Engine Optimization

- December 2020 - UC Davis (Coursera)

Fundamentals of Social Media Advertising

- November 2020 - Facebook Inc. (Coursera)

Social Media Management

- November 2020 - Facebook Inc. (Coursera)

Introduction to Social Media Marketing

- October 2020 - Facebook Inc. (Coursera)

LANGUAGES

English

Native or Bilingual Proficiency

Arabic

Native or Bilingual Proficiency

French

Elementary Proficiency