

Norma Rahbany

Digital Account Executive

Sed El Baouchriye, Lebanon

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EXPERIENCE

Clouds Media, Jdeideh — Digital Account Executive (Part-time)

December 2020 - PRESENT

- Create & manage digital media campaigns including social media.
- Create digital content (posts, visuals, etc) & promote them online.
- Create branding materials (logos, brand identities), newsletters, posters.
- Handle the tasks of SEM (creating search & display ads, daily optimization, collect and analyze data through reports, as well as SEO.
- Supervise various other projects such as website development & blog maintenance.

Freelance — Graphic Designer & Social Media Expert

July 2020 - PRESENT

Branding assets (logos, packaging, business cards, etc...), along with social media strategies, content creation (both visual & text).

Clouds Media, Jdeideh — Intern

June 2018 - July 2018

Handled the tasks of a digital advertiser with several local and regional clients

EDUCATION

Lebanese American University, Beirut — MBA

August 2019 - PRESENT

Expected graduation: May 2021

High distinction

Lebanese American University, Byblos — B.S. in Business with emphasis in Marketing

July 2016 - July 2019

Honors List

Sabis International School, Adma — Baccalaureate Degree in Sociology & Economics

SKILLS

Adobe Photoshop CC

Adobe Illustrator CC

Adobe InDesign

Adobe Dimension

Adobe XD

CERTIFICATIONS

Google Certifications:

- Search Ads
- Display Ads
- Google Analytics
- Fundamentals of Digital Marketing

Graphic Design Certifications:

- The complete graphic design theory
- Graphic design masterclass
- Graphic design masterclass - Intermediate
- Adobe Photoshop, Adobe Illustrator, Adobe Indesign (Essentials)
- Adobe Photoshop, Adobe Illustrator, Adobe Indesign (Advanced)
- Graphic Design Mastery
- User experience design essentials - Adobe XD

LANGUAGES

Arabic (Native), English (Bilingual), French (Fluent)

AFFILIATIONS

Professional basketball player