

SERENA AKIKI

Marketing Executive, Operations



A results-oriented Marketing Executive with 2 years of experience. My personality traits comes as following: professionalism and creativity. I have no problem at multi-tasking and I'm a fast learner. Connecting everything around me with creativity is all I do.

Contact

+961 78805536
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Beirut, Lebanon

Skills

- Project Management
- Problem Solving
- Creativity
- Leadership
- Communication Skills
- Digital Marketing
- Hootsuite
- Braze
- Adobe Photoshop
- Adobe Illustrator
- Adobe Premiere

Languages

Arabic – Native
English – Fluent
French – Fluent

Reward

Jun 2022 | Unleash Your Creativity
First Prize

Work Experience

Anghami

Mar 2023 – Present

Marketing Executive, Operations

Managing all Social Media handles for Anghami; Setting channel by channel strategy; Setting in app coms calendar; Analyzing Social Media insights and working on reports & Pushing for higher engagement.

Oct 2021 – Feb 2023

Social Media Executive

Setting the Social Media calendar; Scheduling and posting; Copywriting; Boosting content; Coordinating social media messaging with curators, content marketing and design teams; Content Creation & Community Management.

United Nations – ESCWA

Jul 2021 – Oct 2021

Public Information & Communication – Intern

Social coverage of conferences and events; Supported production and design; Developed engaging content for social media platforms; Monitored trends & Analyzing and reporting

Beirut Digital District

May 2021 – Jul 2021

Marketer & Content Creator – Intern

Researched industry-related topics and Collaborated with marketing, advertising, product design and development team members to plan promotional marketing campaigns.

Education

Lebanese University – FI2

2022 – 2023

Masters Degree in Corporate Communications

2019 – 2022

Bachelors Degree in Advertising & Marketing

Central College – Jounieh

2018 – 2019

Lebanese Baccalaureate in Economic Sciences