

FAYY KHOUDEIR

MARKETING
COORDINATOR

PERSONAL PROFILE

A dedicated marketer experienced in the retail advertising industry in the MENA region. Skilled in content creation, market research, and analytical reports. Seeking an opportunity to showcase my digital marketing expertise and enhance my social media management knowledge in an innovative and collaborative workforce.

CERTIFICATES

- Facebook Digital Marketing by Facebook Blueprint - January 2021
- The Fundamentals of Digital Marketing by Google Digital Garage - June 2020
- Spanish Level A1 - Score Plus by the Princeton Review

SKILLS AND ABILITIES

- Microsoft Office Programs
- Facebook Ads Manager
- Social Media Management
- Market Research
- E-commerce/ Retail
- Great communication skills
- Time Management

CONTACT INFORMATION

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Beirut, Lebanon

SOCIAL EMPLOYMENT HISTORY

Marketing Coordinator

Orion Home Design - Beirut, Lebanon (2021 - Present)

- Introduced the brand as an E-shop to the Lebanese market through Facebook, Instagram, and TikTok.
- Planned and executed seasonal photoshoots for content creation. (Scouted models, hired videographer and designed the products).
- Created sponsored video/still ads (reels and stories) using Facebook Ads Manager to increase brand awareness and sales.
- Collaborated with regional influencers for seasonal giveaways or gift ideas, which attracted target audience and increased social media reach by 160% within a week.
- Partnered with Lemonade Fashion to increase holiday sales for worldwide deliveries.
- Set up automated replies using Facebook Business Suite to ensure smooth and responsive customer shopping experience.
- Establishing a website to increase opportunities for business growth in order to monitor essential KPI metrics to adjust business and marketing strategies.

Social Media Marketing Intern

Memac Ogilvy - Beirut, Lebanon (2021)

- Created content calendars and community managed in Arabic and English the accounts of flagship clients, Grohe, Torabika, Panzani.
- Reviewed and reported the performance of client's social media accounts through analytical presentations that highlighted monthly insights and suggested alterations to marketing strategies based on results.
- Planned influencer activation campaigns for clients in the GCC by creating presentations that gave an overview of different Influencer's profiles in alignment to each client's campaign/business objective.

Public Relations Executive Intern

BPG Group - Kuwait City, Kuwait (2017)

- Coordinated with the creative team to design social media video ads storyboards for multinational retail clients.
- Assisted in event planning by inviting influencers and the press, coordinating with partner suppliers, and managing attendees experience for luxury brands including Jimmy Choo, Kenzo, Max & Co. that were launching new collections.

EDUCATION

American University of Beirut

Bachelor of Media & Communications - Dec 2021

- Deans Honors List

American School of Kuwait

Graduated Class of 2017, Honor Roll