

SUMMARY

Experienced in customer service, administration, and digital media marketing, with over 8 years of experience. Skilled in hospitality management, social media, and digital marketing, with a diverse set of skills gained through previous professional experiences. Seeking to join a digital marketing team to progress to more senior and decision-making positions, with a focus on digital marketing, hospitality, food systems, team leadership, management, and assistance.

EDUCATION

Bachelor's Degree (BA) | Digital Marketing **2018 - 2021**
American University of Science and Technology (AUST), Lebanon.

Technical BT3 in Accounting and Commercial Relations **2014 - 2018**
Business Center Institute, Lebanon.

PROFESSIONAL EXPERIENCE AND INTERNSHIPS

Founder **November 2015 – present**
Ano Café, Aley, Lebanon

As the owner and manager, I increased customer base by fostering a positive culture of respect and exceptional service, resulting in increased loyalty and word-of-mouth referrals. Moreover, with the overseeing of all procurement and sales, this allowed me to create a solid rapport with all suppliers.

- Manage all aspects of the business, including branding, supplier relationships, and expansion plans
- Create engaging content, such as text posts, videos, and images, to share on various social media platforms
- Managed a team of 3 employees, planned and coordinated logistics for daily operations
- Conducted a successful social media campaign for different products resulting in 150% return on investment
- Increased customer base by implementing a plan for better customer behavior

Freelancer | Social Media Content Creator **March 2020 – Present**
Sweet and Salt, Online

Created and managed Sweet and Salt YouTube channel, oversaw Facebook and Instagram platforms, grew brand through effective digital marketing strategies including SEO, content creation, social media management, and influencer outreach. Developed valuable skills in digital marketing and brand management. However, I suspended working on this page due to my primary career amidst the economic crisis.

- Created effective content strategies and implemented them on social media platforms for a food cuisine channel
- Monitored and evaluated performance using codes, graphs, and other relevant indicators to improve intervention capacity.
- Proficient in using Adobe Premiere for editing videos and teasers across various social media platforms.

Team Supervisor | Lusail Stadium at FIFA World Cup 2022

November 2022 - December 2022

Doha, Qatar

Served as a Supervisor of front of house staff in the VIP section. My responsibility was to oversee the VVIP skyboxes such as the Royal Family, the Amiri Dewan, Qatar Investment Authority, and BEin Sports. Duties included scheduling, team training, reporting and addressing complaints, and ensuring top-quality of food and beverages services.

- Spearheaded a team of 8 towards the best practices of luxury hospitality at the aforementioned sections.

Digital Media Marketing Intern

September 2020 – October 2020

What's Up Planet, What's Up Lebanon, Beirut, Lebanon

Interned at WhatsUpLebanon, gained experience in content creation, app and ads management, created digital media calendar using Adobe Premiere Pro. Developed valuable skills in digital media management, and software proficiency such as editing, audience exposure, and publishing outputs.

- Planned and executed content creation methodology for the organization, ensuring original and engaging content.
- Created and managed a digital media calendar to optimize time management and reach peak digital engagement
- Evaluated indicators related to social intervention approach in group discussions
- Drafted an online strategy for platform development, utilizing software such as social media platforms and Adobe Premiere.

Waiter and Catering Assistant

June 2008 – October 2011

The Mate Factory, Aley, Lebanon

From serving customers to partnering with the catering team, my job was to assure that the best practices of hospitality were always reached.

- Collaborated with the catering team to serve more than 100 customers per week with a focus on quality and aesthetics.

Languages

English: Very good proficiency in writing, speaking, and reading.

Arabic: Native speaker.