



MAHA ZEITOUNY

SOCIAL MEDIA
MARKETING

CONTACT

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PROFESIONAL SKILLS

- Social media marketing
- Marketing media
- Social media understanding and engagement
- Social media content campaigns
- Analytical Skills
- Excellent Communication
- Creativity and Flexibility
- Strategic Thinking and Strategic management
- Relationship Building
- Luxury Goods and Art History

ABOUT

Hardworking, fast learner and passionate jobseeker with strong organizational skills eager to secure entry-level Social Media Specialist position in a positive environment. Ready to help team achieve company goals.

EMPLOYMENT HISTORY

Training Social Media Marketing Specialist with 3Diculouslb (june 2021 - present)

- Strategized and developed video content for social media publications.
- Boosted reach by creating digital content, managing scheduling, maintaining social media accounts and reporting analytics to measure engagement.
- Managed social media accounts on day-to-day basis to increase company recognition by creating engaging content.
- Collected and analyzed Web metrics such as visits, time on site and page views per visit.
- Produced and submitted weekly reports outlining progress against KPI objectives.
- Maximized strategic approaches by keeping close eye on performance and making appropriate adjustments.
- Created content strategies for digital media.
- Identified appropriate KPIs and reported key metrics from digital campaigns.

Arab Book Exhibition - Arab Cultural Club - Assistant for the organizer of the event(26 Nov.2015 - 11 Dec 2015)

- Maintained lost and found and unclaimed property, disposing and donating items unclaimed for long periods.
- Identified issues, analyzed information and provided solutions to problems.
- Carried out day-day-day duties accurately and efficiently.
- Served customers in a friendly, efficient manner following outlined steps of service.
- Maintained facility grounds, equipment and safety compliance.
- Maintained energy and enthusiasm in fast-paced environment.

LANGUAGES

- English
- French
- Arabic

SOFTWARES

- Ads Manager
 - Canva
 - SPSS
 - Microsoft Office Excel
 - Power Point
 - Word
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EMPLOYMENT HISTORY

Virgin Megastore - Beirut, Lebanon - Junior Sales Officer (20 Mar. 2012 – 20 Mar.2013):

- Demonstrated respect, friendliness and willingness to help wherever needed.
- Served customers in a friendly, efficient manner following outlined steps of service.
- Used Microsoft Word and other software tools to create documents and other communications.
- Worked with customers to understand needs and provide excellent service.
- Ensure permanent availability of core range products in store and ensure their display in each division.Coached employees in successful selling methods and encouraged cross-selling to drive revenue.
- Handled all customer relations issues pleasantly, enabling quick resolution and client satisfaction.

EDUCATIONAL HISTORY

- Lebanese Baccalaureate II (Economics & Social Sciences) at Lycée officiel Dr. Amane Kabbara Chaarani de jeunes filles, Beirut, Lebanon (graduated in 2010)
- BS in Social Sciences / at Lebanese University - Social Sciences Faculty no.1 – Beirut, Lebanon (graduated in 2014)
- Masters in Demography at Lebanese University - Social Sciences Faculty no.1 – Beirut, Lebanon (graduated in 2015)
- Higher Diploma in Demography at Lebanese university – Social Sciences Faculty no.1 – Beirut, Lebanon (graduated in 2019)

INTERESTS AND PERSONAL SKILLS

- Photography
 - Drawing and Coloring
 - Reading and writing
 - Cooking
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CONTINUED EDUCATION

- Brand Marketing and SEO Tools using WIX – on Coursera Project Network (October 25,2020)
- Develop a Company Website with WIX – on Coursera Project Network (October 23,2020)
- Fashion as a Design – by the Museum of Modern Art – on Coursera (April 18,2020)
- Management of Fashion and Luxury companies – by Universita Bocconi – on Coursera (July 7,2020)
- Presentation skills: Designing Presentation Slides – by National Research Tomsk State University & E-Learn – on Coursera (November 17,2020)
- Marketing in a Digital World – by University of Illinois At Urbana-Champaign – on Coursera (February 2021)
- Facebook Social Media Marketing Professional certificate– by Facebook – on Coursera (presnt)