



ASSIL AKIL

SOCIAL STRATEGIST

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📍 Beirut, Lebanon

📞 +961 70842722

SKILLS

- Tools:
Creative Studio
Microsoft Office
- Languages:
Arabic
English
French

INTEREST

- Fashion
- Travelling
- Music
- Art / Design

CERTIFICATES

- Snapchat Certificate
- Digital Marketing Certificate
(Google Garage)

REFERENCE

Dunnia Nashief - Sr. Art Director
dunnia.nashief@gmail.com
+961 71265746

■ EDUCATION

- 2000-2015 **College Protestant Français**
French Baccalaureate, Literature
- 2015-2019 **Lebanese American University, Lebanon**
B.S. in Business Marketing

■ INTERNSHIP

- 2018 **Data Base Analyst IFP Group | Lebanon**
- Call visitors to execute data updates as requested.
 - Enter exhibitions visitors' contact details into IFP's customer relationship management system.
 - Verify entered data and modify incomplete information, remove duplicates and report them to the database department supervisor.
- 2020 **Point Of Sale Associate NokNok | Lebanon**
- Inventory level monitoring: Monitor inventory levels in a store using advanced POS software programs that makes this process efficient and easier to manage and lets the person keep an eye on inventory levels on all products.
 - Order and Shipment Tracking: Ensuring that orders get shipped by a distributor and received in a timely manner is integral to optimized inventory systems.
- 2021 **Sales Intern Studypedia Group | Lebanon**
- Assist the sales team in reaching potential leads through different sales techniques (cold calls from lead generation forms, FB groups, Student societies at Universities, etc.)
 - Competitor Analysis report.
 - Build an understanding of Studypedia's educational network and learn how to counsel potential students.
 - Establish new key accounts with local universities.
 - Participate in meetings, and virtual exhibitions to learn about certain business products or work on assigned projects.

■ WORK EXPERIENCE

- 2021 **Social Media Executive J Group | Lebanon**
- Optimize, maintain, monitor and lead the platforms and any marketing strategies carried out in them.
 - Content creation and management: content marketing.
 - Interaction with users: community engagement.
 - Social commerce: leads, calls to action and conversions in social media.
 - Monitoring: online media, information sources and social channels.
 - Post and Promote/ Boost online pages.
- 2021 **Social Media Strategist Impact BBDO | Lebanon**
- Create and execute plans with team for new social channels with a test and learn methodology.
 - Build creative monthly social media intentions and briefs.
 - Manage the day-to-day handling of all social media channels such as, Instagram, Facebook, LinkedIn, Twitter and YouTube, adapting content to suit different channels.
 - Develop marketing strategy for big campaigns and pitches.
 - Monitor, track, analyse and report on performance on social media platforms using tools such as Business Suite and Facebook insights.
 - Manage internal team tasks to submit by the deadline.

Accounts:
Pepsico (Mountain Dew, Tropicana, Pepsi, Mirinda, Aquafina)
Picon Lb, Al Taghzia, Audi Oman and Audi Lebanon, VW
Oman Openminds, LibanPost, MEAB Bank, areeba, zaky app