

Rania Rafeh

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Professional Skills

- Content Creation
- Community Management
- Social Listening
- Strategy Planning
- Facebook Business Manager
- Facebook Creator Studio

Skills

- Reliable
 - Creative
 - Organized
 - Team Player
 - Fast Learner
 - Copes well under pressure
 - Great Communication Skills
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Languages

Verbal and Written Proficiency in
English, Spanish & Arabic

Experience

A World IT, Social Media Marketing Coordinator -
Qabrchmoun, Lebanon

OCTOBER 2020 - PRESENT

- Conducted market research to analyze market trends, customer behavior, and competitive landscape to prepare monthly calendars for each brand
- Designed post topics to sustain readers' curiosity and create buzz
- Lead the execution of marketing programs from start to finish, leveraging internal support and driving collaboration
- Implemented marketing plans
- Communicated campaign objectives, timelines, and deliverables to design and content-creation teams, and providing instructions for development
- Supported marketing and design teams by coordinating and collating content
- Developed an optimal posting schedule, considering web traffic and customer engagement metrics
- Created, maintained, and strengthened the organization's overall brand through all media avenues

MTV Lebanon, Researcher, MENNA وجر - Beirut, Lebanon

SEPTEMBER 2019 - APRIL 2020

- Collected content from different social media platforms
- Assembled information for celebrities and segments
- Assisted in editing selected segments
- Researched, generated, & pre-approved show topic ideas reflecting viewer interest
- Met with directors and executives for discussion & approval on forward planning needs

Gorillas ME, Production Coordinator - Beirut, Lebanon

OCTOBER 2018- JANUARY 2019

- Collaborated with the production manager to meet cast & crew needs
 - Supervised production assistants & directed their daily activities
 - Managed procurement of props, clothing, wardrobe, & vehicles
 - Arranged auditions between actors & casting directors
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Experience

American University of Science & Technology,

Bachelor of Arts, Communication Arts with Emphasis in Radio & Television - Beirut, Lebanon

SEPTEMBER 2016 - JUNE 2019

American Universal College,

Lebanese Baccalaureate, Sociology & Economics - Beirut, Lebanon

OCTOBER 2015 - JUNE 2016

Certificates

Google Ads Display

Google Skillshop (September 1, 2021)

Fundamentals of Digital Marketing

Google Digital Garage (December 28, 2020)

Social Media Marketing: Strategy and Optimization

LinkedIn Learning (December 28, 2020)

Workshops

CHERRY STUDIOS, Antoine Kassabian, TV Presenter - Beirut, Lebanon

AUGUST 2019 - SEPTEMBER 2019

- Practiced body language cues (eye contact, posture, movement gesture)
- Read scripts on camera focusing on voice training (to pace tone and volume)
- Acquired the skills needed to move/walk while talking to camera
- Developed various screen psychology skills