

Rabih Takkoush

Creative Strategist | Social Media Manager

A marketing graduate from Lebanese American University and a Facebook Blueprint Certified. Quick learner and able to work under pressure through prioritizing tasks efficiently and effectively. Creative and able to develop ideas from concept to implementation.

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☎ 00 961 81 957 979

📍 Beirut, Lebanon

🌐 [linkedin.com/in/rabiht](https://www.linkedin.com/in/rabiht)

SKILLS

Creator Studio



Statex / Arianna



Socialbakers



Ads Manager



Canva



Adobe Illustrator



Adobe Photoshop



WORK EXPERIENCE

Marketing Manager

Entrecôte Cafe de Paris

09/2021 - 10/2021

Dubai, UAE

Achievements/Tasks

- Managed the website of the restaurant and group
- Designed content to be used on online and offline media channels
- Performed community management for the pages
- Copywriting of content and captions

Social Media Manager

Al Sayegh

12/2020 - 10/2021

Dubai, UAE

Achievements/Tasks

- Developed weekly, monthly and end of campaign reports & social media reports.
- Managed client's social media pages including responding to fans and pro-actively engaging with users.
- Came up with new ideas for social media content.
- Recommended and posted content on all social media channels.

Contact: Basma Hachouche - 00971 50 434 8440

Social Media Officer - Advanced

touch Lebanon

06/2019 - 01/2021

Beirut, Lebanon

touch is Lebanon's leading mobile telecommunications and data operator, serving more than 2.37 million customers

Achievements/Tasks

- Responsible for maintaining company presence on social media sites.
- Monitored emerging social media tools to see how they can be incorporated into business, marketing and public relation strategies.
- Coordinated with all departments to communicate relevant content on digital platforms.
- Monitored the performance of promoted posts and campaigns.

Contact: Ghada Barakat - 00961 3 774 202

WORK EXPERIENCE

Exchange Executive

Mindshare MENA

09/2017 - 06/2019

Mindshare MENA is a multinational media agency based in Dubai, United Arab Emirates.

Beirut, Lebanon

Achievements/Tasks

- Constructed and planned media campaigns through buying across TV, print, cinema, outdoor and digital.
- Built knowledge of the media landscape.
- Financial loading, reconciliation & daily campaign reporting and optimization.
- Built and developed solid and influential relationships with clients.

Contact: Maya Ghanem - 00961 1 423 678

Accreditation and Continuous Improvement Assistant

Lebanese American University

01/2016 - 07/2017

Beirut, Lebanon

Achievements/Tasks

- Assisted the accreditation coordinator during the visits or pre-visits of the accreditation committee.
- Assisted in various office related tasks such as entering data into Microsoft Excel.
- Other requests from the head of department.

Contact: Samar Aad Makhoul - 00961 1 786 456 ext. 1967

Library Computer Center Assistant

Lebanese American University

01/2016 - 05/2017

Beirut, Lebanon

Achievements/Tasks

- Troubleshooted library users and staff computer problems.
- Installed hardware and software, formatted PCs, and solved printer and scanner problems.
- Assisted users with common applications like Microsoft Office.
- Maintained and updated hardware inventory and followed up on computer hardware maintenance with suppliers.

Contact: Hani Salem - 00961 1 786 456 ext. 1963

EDUCATION

Business with emphasis on Marketing

Lebanese American University

09/2015 - 07/2017

Beirut, Lebanon, CGPA 3.2 (Honors)

Courses

- Marketing Strategy
- Consumer Behavior
- E-Marketing
- Marketing Research

Sociology and Economics

Beirut Baptist School

09/1999 - 06/2014

Beirut, Lebanon

CERTIFICATES

Facebook Blueprint Certified Community Manager (12/2020 - 12/2022)

Foundational-level exam, measures the advanced comprehension and strategic application of best practices and standards for online community management

Advanced Google Analytics (04/2020 - 04/2023)

Covers advanced Google Analytics features including data collection, processing and configuration, complex analysis and marketing tools.

CERTIFICATES

Google Analytics for Beginners (04/2020 - 04/2023)

Covers the basic features of Google Analytics including how to create an account, analyze basic reports, and set up goals campaign tracking.

Facebook Blueprint Certified Creative Strategy Professional (04/2021 - 04/2022)

Recognises advanced comprehension and strategic application of mobile fundamentals on Facebook apps and services.

Facebook Blueprint Certified Digital Marketing Associate (11/2019 - 11/2021)

Associate-level exam covering foundational advertising concepts on Facebook, Instagram and Messenger.

PERSONAL PROJECTS

Freelance Social Media Management (07/2020 - Present)

- Content ideation and development
- Copywriting on screen visuals and captions
- Community management