

Anna Maria Al Bitar

Zouk Mosbeh, Lebanon

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Lebanese | Aug 14, 2001

LinkedIn Profile: www.linkedin.com/in/annamaria-albitar/

Highly Motivated Marketing Professional with Proven Experience in Social Media Marketing

Market Research
Digital Marketing
SEO/SEM

Marketing Strategy
Social Media Expert
Content Creation

Degrees:
Technologies:
Languages:
Industries:

BA, Marketing, USEK, Lebanon (2022)
MS Word, MS PowerPoint, MS Excel, Adobe Photoshop
Arabic, English and French
Media Agency, Retail Sales

EXPERIENCE

Freelance Social Media Specialist,

Dec 2021 – Present

- Participated in the Project Daman +962 by RETAL.
- Developed and implemented social media strategy for launching the accounts of the project on LinkedIn, YouTube, Facebook, Instagram and Tiktok.
- Worked closely with graphic design to decide on posts and infographic.
- Developed and initiated campaigns while using Facebook ads and Google ads.

Social Media Executive (Remote), Dark Mattr, Lebanon

Dec 2021 - Present

- Responsible of the social media of Fairmont Dubai, SmileWhite, Jawrizer and Dark Mattr.
- Managed social media accounts by implementing strategies and tactics that grew followers..
- Created content to be posted according to social media platform.

Social Media Coordinator, Khaddit Beirut, Lebanon

Oct 2021 - Present

- Prepared campaigns and strategies for posting and increasing reach
- Promoted content on social networks and monitored engagement.
- Monitored growth and the increase in reach with time.

Digital Marketing Intern, Leoceros, Lebanon

Sept 2021 - Oct 2021

- Launched company Instagram account from scratch and managed all content including posts, stories and reels.
- Gained hands-experience in SEO (search engine optimization).
- Assisted in the brainstorming of content for company website.

EDUCATION

Bachelor of Business Administration, Marketing, USEK, Lebanon

(2022)

➤ **Certifications**

