

Sally Mohammad Majed Zeidan



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OBJECTIVE

Engaging social media professional knowledgeable about customer relations and content development strategies. Proficient in building audiences, maintaining branding, and launching initiatives with successful multi-platform approaches. Brings fresh and interesting content with creativity and adaptable voice based on target audiences and platforms.

EDUCATION

Rafik Hariri University

September 2020- present
MBA- Master's in Business Administration

Rafik Hariri University

September 2017- May 2020
Bachelor's degree in Marketing & Advertising
Dean's honor list for years 2017-2018

National Evangelical Institute for Girls and Boys

September 2003- May 2017
Official Lebanese degree in Sociology & Economics

EXPERIENCE

Marketing officer | Be-Advertising

September 2020 – December 2020

- Developed and maintained lists, budgets, and project planning for customer initiatives.
- Identified and researched new sources of prospective customer data and provided recommendations to program managers.

- Organized event and promotional materials, including presentation decks, signage, and related collateral.

Communication assistant | DPNA

April 2021– July 2021

- Respond to events locally.
- Create marketing calendars.
- Content creation.
- Marketing research.

Social Media Account Manager | Ray Directions Digital Agency

September 2021 - Present

- Develop creative and engaging social media strategies
- Manage the day-to-day handling of all social media channels as Instagram ,Facebook Twitter,Pinterest , Youtube, LinkedIn.
- Monitor, track, analyze and report performance of social media platforms using tools such as Google Analytics and Facebook Insights.
- Set targets to increase brand awareness and increase customer engagement.

PROJECTS

- Marketing research for BLEND coffee shop – Saida
- Business plan for HARVEST company- Saida

- Creative Brief for Savanah Cosmetics Company
- Market analysis on the effect of Covid-19 on retailers
- Marketing strategy plan for Clipp Care
- Made ads by Adobe Photoshop and Adobe Illustrator for Castania, Lego, Chateau Ksara, etc

WORKSHOPS AND TRAININGS

- Active citizenship
- Social media management for NGO's with LHDF
- Photography, videography, and editing

SKILLS AND ABILITIES

- Computer skills: MS word, Excel, PowerPoint, Adobe illustrator, Adobe photoshop
- Soft skills: Leadership, Time management, Teamwork, Public speaking
- Technical skills: Surveying, Market Analysis

LANGUAGES

- English — Proficient
- Arabic — Native