

Rayan Mekdad

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EDUCATION

Master of Business Administration (MBA), Université La Sagesse

2021- Present

International Business Law concentration

Bachelor of law, Beirut Arab University

2017-2021

CERTIFICATES

Graphic Design Masterclass - Learn GREAT Design (by Lindsay Marsh, udemy)

Jan 2024

(Photoshop, Illustrator, InDesign, Design Theory, Branding & Logo Design.)

Google Analytics for Beginners

Oct 2023

Google Digital Marketing & E-commerce Certificate

Dec 2022

(Successfully complete the 7-course Digital Marketing & E-commerce Certificate Professional Certificate program available on Coursera.org.)

Video editing course in leaders technology center by CIS College

Nov 2022

(Adobe Premiere Pro)

The fundamentals of digital marketing (By Google)

Oct 2022

Photography course with THEPHOTOACADEMY in Lyon

Aug 2022

(Le reportage: Raconter en images)

Photography course with Samer Halwany

June 2022

Photography courses in leaders technology center by CIS College

Sept 2021

(Photography basics, Adobe Photoshop, Adobe Lightroom)

DELF B2

Feb 2021

Completed a 42 hours course in **IC3 GS5** internet core competency certification

June 2019

WORK EXPERIENCE

Freelance Photographer

Apr 2022 – Present

- Collaborate with a diverse clients to deliver high-quality photography services tailored to their specific needs and objectives.
- Manage all aspects of photography projects, including client consultations, photo shoots, image editing, and final product delivery.

Freelance Content Creator, Three Sixty

March 2024 – April 2024

- Generated compelling content, including photography and graphic design, across platforms to promote brand messaging and engage target audiences.
- Conducted market research to inform content strategy and maintain competitiveness, utilizing photography skills to capture visual content when necessary.

- Managed content calendars and deadlines efficiently, balancing photography and editing tasks alongside other content creation responsibilities.

Freelance Graphic Designer, Zidentity

Dec 2023 – Jan 2024

- Developed creative concepts and visually appealing designs for diverse projects.
- Managed multiple design projects simultaneously, meeting deadlines and maintaining standards.
- Produced print and digital materials, ensuring brand consistency.

Jewellery photographer and Graphic designer, Yasser Younes Jewellery

June 2023 – Oct 2023

- Photographed a wide range of jewelry items, including rings, necklaces, earrings, and bracelets, ensuring that each piece was beautifully and accurately represented.
- Applied advanced lighting and composition techniques to create visually appealing jewelry photographs that showcased intricate details.
- Managed and organized digital media assets, ensuring that marketing materials and visuals were readily accessible and well-organized for efficient use.

Photographer and Social media manager, Rainbow Summer Camp

June 2023 – Jul 2023

- Managed all aspects of the camp's social media presence, including content creation, scheduling, and audience engagement across platforms.
- Collaborated with campers and staff to create memorable photo sessions and coordinated special photography events.

Social media manager, Class Cellars

Jan 2023 - May 2023

- Developed and implemented comprehensive social media strategies across platforms such as Facebook, Instagram, and TikTok, resulting in significant growth in followers and engagement rates.
- Created engaging content, including text posts, graphics, photos, and videos, that effectively communicated the company's brand identity and engaged the target audience.

Intern Photographer, Tamer Frères S.A.L.

Oct 2022 - Nov 2022

- Photographed images of products for marketing purposes.
- Organized and cataloged product images for future use.

Photographer and Social media manager, Rainbow Summer Camp

July 2022 – Aug 2022

- Managed and organized digital media assets, maintaining an accessible and well-organized digital archive.
- Produced and edited videos and photo albums to showcase camp activities, special events, and camper accomplishments.

Legal Internship, Samia Al-Mawla Law Firm

Oct 2021 - Jan 2022

- Attended court hearing.
- Wrote legal documents and research.

EXTRA CURRICULAR ACTIVITIES

Lebanese Red Cross - Youth department

Feb 2018 - Sep 2018

TECHNICAL SKILLS

Microsoft Office (Word, Power Point and Excel), Adobe Creative Suite (Photoshop, Premiere Pro, Illustrator, InDesign), Adobe lightroom, Canva, CapCut, Figma

LANGUAGES

Arabic, French and English (Fluently)