

## • Personal Info

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● 1992-04-25



# Rita Ghosn

## Social Media Specialist

Dedicated social media expert with 5+ years of experience in building and managing successful social media campaigns.

Work closely with clients to develop and execute a proactive, social content calendar, managing all phases digital marketing initiatives from concept through delivery and optimization

## • Skills

Computer Skills



Social Media Marketing



Social Media Management



Market Research



Time Management



Problem-Solving Skills



Managing



Communication Skills



Planning Skills



## • Experience

2020 -

present

### Social Media Specialist

DRAPP, online medical platform

#### Responsibilities

- Developing social media content plans that are consistent with the company's brand identity.
- Creating consistent content on all social media platforms (Fb, Insta, LinkdedIn) including writing and editing social media posts, improving engagement, and promoting social media campaigns.
- Communicating with social media followers, including responding to queries in a timely manner.
- Developing and managing social influencer programs and attending social influencer events.
- Using analytical tools such as Google Analytics, Hootsuite Pro, and Facebook Insights to monitor and evaluate the company's social media presence and performance.
- Preparing monthly reports on social media marketing efforts.
- Suggesting recommendations to adjust the social media marketing strategy for optimal results.
- Staying up to date on best practices and emerging trends in social media.
- Being the social media face of DRAPP
- Working on Canva and providing feedback on all social media post designs

2016 - Marketing & Administrative Coordinator

present Promedz, Medical supplies company

Responsibilities

- Maintaining a positive, empathetic and professional attitude toward customers.
- Responding promptly to customer inquiries and complaints ( doctors, purchasing agents, patients, etc..)
- Processing orders, forms, applications and requests.
- Keeping records of customer interactions, transactions, comments and complaints.
- Communicating and coordinating with colleagues as necessary.
- Coordinating travel arrangement and accommodation reservation.
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- Coordinating events and workshops for doctors, hospital technicians and employees in/outside Lebanon.
- Tracking sales data, planning meetings, maintain databases and prepare reports.
- Implementing marketing campaigns by assembling and analyzing sales forecasts.
- Preparing marketing strategies and objectives, planning and organizing presentations, and updating calendars.
- Supporting sales staff by providing sales data, market trends, forecasts, account analyses and new product information.
- Manage the medical application UX/UI in terms of followup and implementation.

2011 - Medical Assistant

2016 Centre Medical Wakim

- Supports physician staff by representing physicians.
- Screening and sorting mail, documents, and telephone calls.
- Scheduling patient appointments and arranging referrals.
- Billing patients and third-party payers.
- Controlling accounts receivables.
- Preparing medical reports, patient histories, operative notes, manuscripts, and correspondence.
- Maintaining office files and patient records.

2014 -      Accounting intern C.A.F.A

2014      AUDIT COMPANY

- Shadowing members of the Accounting department as they perform their duties.
- Assisting with research, filing, data entry, and recording and maintaining accurate and complete financial records.
- Preparing financial reports, such as balance sheets and income statements, invoices, and other documents.
- Working with bookkeeping software.
- Taking on additional tasks or projects to learn more about accounting and office operations.

## ● Education

2015-06      AUL University, Lebanon

Bachelor of Business Administration - Banking and Finance

2010-07      Les Filles De La Charite, Lebanon Lebanese

Baccalaureate: Sociology & Economics

## ● Certificates

2021      COURSERA

Digital Marketing Specialization