

Rawan kesserwan

Nationality: Swedish

Graduate of Finance and Marketing, specializing in international marketing in my Master, with the ability to analyze, interpret, and choose the best marketing theories that best fit the company I'm working with. I have gained 2 years of experience through the internships and jobs that I have worked with, demonstrating an ability to quickly adapt to differing marketing environments illustrating a capacity to rapidly adjust to varying marketing situations.



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Beirut



EDUCATION

Bachelor from the Lebanese American University

Banking&Finance

09/2016 - 07/2019

Beirut, Lebanon

Master's from Jönköping International Business School

International Marketing

08/2020 - 06/2021

jönköping/Sweden

WORK EXPERIENCE

Brand and Content Marketing

IMKAN (ABU DHABI) — 2020

03/2020 - 08/2020

Abu dhabi/ United Arab Emirates

Achievements/Tasks

- **Brand Marketing**
 - Analyzing our brand situating and buyer insights
 - helping shape and communicate our vision and mission
 - translating brand components into plans and go-to-market methodologies
- **Content Marketing**
 - Analyzing competitors' content, messaging, and selling tactics
 - Identifying the target audiences and their key demographics, interests, and online behavior
 - Creating surveys to the current customers to understand and validate strategic and tactical decisions
 - Keyword research
 - Research to define appropriate subjects and topics

Social media marketer

Blossom and Blooms

2018 - 2019

Dubai/United Arab Emirates

Achievements/Tasks

- Creating content, including text posts, video, and images for use on social media
- Promoting products, services, and content over social media, in a way that is consistent with an organization's brand and social media strategy
- Managing a budget to be spent on promoting social media posts and pay-per-click (PPC) advertising
- Keeping track of data and analyzing the performance of social media campaigns
- Meeting with clients and other stakeholders (such as social media influencers). These meetings may involve pitching potential marketing campaigns
- Interacting with customers and dealing with customers' inquiries

SKILLS

creativity

Time management

listening

Digital advertising

Critical thinking and problem-solving

team leader

Adaptability

Teamwork

Customer knowledge

LANGUAGES

Arabic

Native or Bilingual Proficiency

English

Native or Bilingual Proficiency

Swedish

Limited Working Proficiency