

# Rodrigue MAKHRAZ - Marketing and Content Creator

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Beirut, Lebanon Telephone: +961 71 767 269

## EDUCATION

2022- Ongoing - MBA, Masters in Marketing

Holy Spirit University of Kaslik -Faculty of business

2019- 2022 - Bachelors in Marketing and Management

Antonine University Baabda -Faculty of Business

2016- 2019 - Lebanese Baccalaureate, Economic and Social Science

Saint Georges high school

## EXPERIENCE

### Creative Content Executive

12/2022 - Ongoing

Sociele Agency - Advertising Services, Zalka, Lebanon

- Content creation for international accounts [UNIMAC, Zeed Pantry, Discover Ray's, Barbar...]
- Perform market analysis and research on clients and competition
- Teamwork and brainstorming sessions
- Proofreading and ideation
- Introducing businesses in a very interesting ways, showing their story, creating unique designs and ideas for their web and social media presence

### Digital Marketing Specialist

07/2022 - 09/2022

Golden Page - Chbat holding, Jounieh, Lebanon

- Creating content for social media, instagram - facebook - LinkedIn - Pinterest
- Digital solutions and web development
- Content writer website, blogs and articles

### Marketing Executive Intern

03/2022 - 05/2022

Imagin8 creative media, Ashrafie, Lebanon

- Support marketing team in daily tasks, market research and collect data consumers/competitors
- Perform market analysis and research on clients and competition, strategy development
- Assist in marketing and advertising promotional activities (e.g, social media, direct email..)
- Prepare promotional presentations, great content creation
- Help organize marketing events and shoots

## Social Media Consultant (remote position)

12/2020 - 06/2021

Iweb contact, Quebec, Canada

- Content creation, advertising ideas, digital marketing strategies for small business
- Help local businesses move and present themselves online, website...

## Junior Accountant

09/2018 - 06/2020

Al Farah Equipment and Trade, Fanar, Lebanon

- Filling documents and archiving, preparing sales invoices, communication with customers
- Payables and Receivables

## LANGUAGES

- English Fluent (reading, speaking and writing)
- French Fluent (reading, speaking and writing)
- Arabic Fluent (reading, speaking and writing)

## SKILLS

- Strategic thinking and planning
- Copywriting
- Computer literacy: Pages, Numbers and Keynote (Word, Powerpoint and Excel)
- Asana and Slack
- Team work and Work ethics
- Time management and multi-tasking
- Innovative and Creative
- Attention to details
- Editing videos and Helping with content creation