

# Tarek Harb

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## WORK EXPERIENCE

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### Milestones CDC

*Content Manager*

**Sept. 2022 - Present**

*Beirut, Lebanon*

- Developed a new content strategy that increased traffic by 30% and grew followers by 20%.
- Managed the content calendar and ensured that 95% of the campaigns ran on schedule and within set budget.
- Produced engaging videos that boosted viewership by 15% within the first month.
- Launched various ads that contributed to more leads and improved brand awareness.

### Clean Republic

*Copywriter*

**Nov. 2020 – Present**

*Beirut, Lebanon*

- Revamped website content to grow traffic by 20% and decrease jump rate by 30%.
- Launched a blog spot and a newsletter that resulted in a 15% rise in lead generation.
- Partnered with in-house graphic designers to produce marketing material that significantly increased customer acquisition.
- Crafted creative copy that amplified brand voice and content.

### Pinkberry

*Crew Member*

**July 2017 - June 2020**

*Beirut, Lebanon*

- Collaborated with 4 associates and 2 executives to provide customer engagement in an approachable manner, optimizing the customer experience.
- Exceeded sales targets by 12% by up-selling cups, toppings, and drinks based on specific tastes and interests of customers.
- Achieved a 95% customer satisfaction for assigned store location with the collaboration of other team members.
- Trained 3 new staff members in cashiering processes, customer journey, and opening/closing procedures.

### Moviepilot

*Content Writer*

**April 2015 - February 2016**

*Beirut, Lebanon (Remote)*

- Pitched content ideas and wrote feature articles covering trending pop culture topics, movies, and other relevant topics in entertainment.
- Curated and published 50+ articles that managed to attract more than 10k views.
- Joined the roster of October 2015's Featured Writers.
- Updated & edited old blog posts with new keywords to improve their SEO rankings.

## EDUCATION

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### American University of Science and Technology

*BS, Communication Arts*

**Fall 2022 (on-going)**

*Beirut, Lebanon*

## SKILLS

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|----------------------------------|-------------------|--------------------|
| • Verbal & written communication | • Detail-oriented | • Problem-solving  |
| • Compassionate & empathetic     | • Data analysis   | • Proof-reading    |
| • Digital Marketing              | • Keyword search  | • Customer service |