

Roaa Saab

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About me :

Professional social media expert, who worked on several projects, my skills include managing social media accounts, writing content for the company's website and blog, , and analyzing the effectiveness of social media marketing strategies in addition to a strong background in writing and editing videos. My goal is to help you build an audience that believes in your product or service, so that you can achieve your business goals.

Work Experience

- **Creatives Media** **February 2023 -Present**
Social Media Specialist
 - Schedule and Publish posts on client's social media channels using Meta Business Suite .
 - Creating and implementing paid social media campaigns to reach specific business objectives.
 - Conducting research on target audiences and analyzing social media metrics to optimize content and improve engagement.
 - Analyzing data from social media and advertising platforms (e.g. Facebook Ads Manager, Google Ads, etc.) to identify trends, opportunities, and areas for improvement.
- **Video Editor and Content Creator – Freelance** **2020-Present**
 - I started out in this field because of my passion for storytelling, but I quickly realized that video editing is a great way to combine that natural talent with my love of technology. Video editing has allowed me to help people tell their stories in a way that they can see clearly, which gives them confidence when they are telling their own stories.
- **Kamkalima** **February 2023 – April 2023**
Marketing Internship
 - Contributed to the creation of newsletters and social media content for the company's marketing campaigns
 - Worked on email marketing using Mailchimp to send promotional emails to clients and prospects
 - Assisted in developing and implementing a social media strategy to increase brand awareness and engagement
- **Emlako** **Jun2022 - Sep 2022**
Social Media Manager

Emlako was established in 2018 with the aim of providing trusted and consultative advice for anyone interested in Turkish properties

 - Developed social media strategies to achieve business goals and increase engagement.

- Creating compelling social media content for various platforms, including Facebook, Instagram, Twitter, LinkedIn, etc.
- Designed new, engaging content.

- **Yalla Consulting**

May 2022 - Sep 2022

Social Media Manager

Yalla Consulting is a Dubai based boutique Consulting firm that provides HR, Recruitment, and Career Consulting services across the region.

- Managed all social media presence and content on multiple platforms.
- Utilized social media analytical data and metrics to measure effectiveness.
- Stayed up-to-date with the latest social media trends, algorithms, and best practices to constantly improve social media strategy and execution.

- **Certificates :**

- **Coursera**

November 2022 – March 2023

Google Digital Marketing & E-commerce Certificate

[Credential URL](#)

- **AmidEast**

November 2022 – Jan 2023

- Mastering Digital marketing

- **Brainnest**

November – December 2022

Marketing Industry Training

- **CCPE-AUB**

November – December 2022

Advanced Digital Marketing

- **CIS**

September– December 2022

Graphic Design

- **Core Skills**

- Facebook Ads
- Google Ads
- Google Analytics
- SEO
- Canva
- CapCut
- Photoshop – Illustrator

Languages :

- Arabic (Mother Language)
- English (Fluent)
- French (Fluent)

- **Education**

- **Lebanese University**

October 2021-Present

Bachelor of Business Administration - BBA, Business Administration and Management, General)

- **Collège Universelle**

July 2019

Lebanese baccalaureate (Economics and Social Sciences) – Very Good