

JOANNE E. SABA

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Beirut, Lebanon

Innovative and motivated Social Media Specialist with vast experience creating content and managing the online presence of companies and brands. Bringing forth experience managing trend-aware social media accounts on various platforms.

EDUCATION Lebanese American University - Byblos, Lebanon June 2021

B.S. in Marketing with Minor in Psychology, placed on the Distinguished List with CGPA of 3.73/4.0

Antonine Sisters School Zahle - Ksara, Lebanon

2017

Lebanese Baccalaureate in Life Sciences

WORK EXPERIENCE

Social Media Specialist – Blackbox – Quebec, Canada (Remote)

March 2022-Present

Contributed in acquiring more than 800,000 new organic users, a reach of 60 million+ Instagram accounts, and acquired 200k followers in a period of 9 months (all organic).

- Managing the content creation on different social media platforms (Instagram, Facebook, TikTok, Pinterest, Youtube, Discord, Moji, Reddit, Telegram...) and uncovering the tactics to have better reach.
- Collaborating with the content team to co-create a publishing schedule and acquiring approvals on related social media posts.
- Filmed, edited and scripted content for reels/TikToks and other social media posts specifically designed for our different targeted audience.
- Outreaching influencers and big accounts in related industry engagement + community management

Freelance Social Media Coordinator

January 2021-August 2022

- Converting marketing strategies into concise and compelling messages, and social media content based on industry segments (Cosmetics, healthcare, education, F&B, FMCG...).
- Designing and executing marketing campaigns and managing content generation.
- Updating digital marketing campaigns that support the main objectives and Marketing plan.

Social Media Marketing Intern - Oumoumah - Beirut, Lebanon

February 2021-July 2021

- Created monthly editorial calendars with an organized social media content plan.
- Developed marketing strategies and plans in cooperation with the marketing team.
- Designed visual content for different social media platforms using different softwares.

Student Assistant - Lebanese American University - Byblos, Lebanon

2019

TRAININGS & CERTIFICATIONS

- Advanced Content and Social Tactics to Optimize SEO - UC Davis issued by Coursera, 2021
- Optimizing a Website for Search - UC Davis issued by Coursera, 2021
 - Digital Marketing Workshop, issued by Mr. Roland Aoun - Marketing Consultant, 2018

EXTRACURRICULAR ACTIVITIES & VOLUNTEER WORK

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|---|------------------------|
| • Coordinator, MMKN - Beirut, Lebanon | March -May 2021 |
| Organized and monitored tutoring sessions. | |
| • Social Media Representative for LAU Chess Club - Byblos, Lebanon | 2019-2020 |
| Implemented social media strategies to increase the club memberships. | |
| • Assistant - Ferzol Dispensary - Bekaa, Lebanon | 2018-2019 |
| Managed the daily cash flow and prepared financial reports. | |

COMPUTER SKILLS & LANGUAGES

Computer skills: Word, Excel, Canva, PowerPoint, Adobe Photoshop, and Adobe Illustrator. **Languages:** English, Arabic and French (native/trilingual proficiency).

INTERESTS

Photography, photo and video editing, drawing, painting, writing, and dancing.