

[Karen Kordab](mailto:Kareenkordab@gmail.com)

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PROFESSIONAL SUMMARY

Dynamic and results-driven Content Marketer with a proven track record of success in social media and events marketing, content creation, and strategic campaign management. Over 4 years of experience in developing and executing comprehensive marketing strategies that significantly boost brand awareness, engagement, and conversions. Adept at managing multi-platform social media campaigns, creating compelling and targeted content, and leveraging analytics to optimize performance and inform future strategies

EXPERIENCE

Social Media and Events Marketing Executive - Meysan, January 2024 - Present

- Orchestrated comprehensive social media marketing strategies, resulting in a 30% increase in brand awareness and a 25% rise in engagement within the first six months.
- Led successful social media advertising campaigns, generating a 40% increase in lead generation and a boost in conversion rates.
- Spearheaded event coordination efforts, managing diverse projects ranging from intimate corporate gatherings to large-scale conferences, achieving a 20% increase in event attendance year-over-year.

Marketing Specialist-Newtek Solutions January 2023 – February 2024

- Directed marketing programs for key clients including BP IBM, Atlassian, and Pure Storage, driving collaboration and achieving a 25% increase in client satisfaction.
- Utilized analytics reporting to inform future campaign development, resulting in a 15% improvement in campaign performance and ROI.

Marketing Coordinator-BPS November 2021 – February 2023

- Managed online presence and SEO optimization efforts, leading to a 20% increase in website traffic and a 15% increase in engagement.
- Coordinated and executed successful social media campaigns, in addition to events and webinars, resulting in a 25% increase in attendee satisfaction and engagement.

Social Media Monitor-Carma June 2021 – September 2021

- Provided invaluable insights and data analysis for high-profile clients including Emirates, Aramco, General Motors, and Uber, contributing to enhanced brand reputation and customer satisfaction.

EDUCATION

Bachelor of Business Administration, Marketing December 2020

Lebanese American University

SKILLS

Technical Content Writing, content development and management, CRM (Zoho, HubSpot, Microsoft Dynamics), Strategic Marketing & Market Analysis, WordPress & HTML Web Dev., Analytics, Branding, SEO, Event Planning and Execution, Campaign Development
Fluent in Arabic and English