

SANDY ABOU HAJJEH

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EDUCATION

Translation | Undergrad Lebanese International University – Faculty of Education

NOVEMBER 2021 – JUNE 2024

Translation | Lebanese University – Center of Translation and Foreign Languages

OCTOBER 2020 – OCTOBER 2021

DEL F B2 | Daughters of Charity School - Ashrafieh

MAY 2018



EXPERIENCE

Social Media Executive | Softimpact

February 2024 – JULY 2024

The responsibilities encompass creating and managing content across all social media platforms like Facebook, Instagram, and Twitter to cultivate audience growth and enhance customer engagement. I develop tailored content plans aligned with the company's brand identity, ensuring consistency and relevance. Additionally, I oversee a high volume of daily posts, engage with followers promptly, and coordinate social influencer programs to amplify our reach. Utilizing analytical tools such as Google Analytics and Facebook Insights, I monitor performance metrics and provide insights to optimize our social media strategy. Regularly staying updated on industry trends and best practices, I adapt our approach for maximum impact while remaining adaptable to fulfill any additional duties as needed.

Digital Marketing Instructor | Barbish Institution

February 2024 – PRESENT

Adeptness in creating engaging and interactive learning experiences for students is demonstrated, utilizing real-world case studies and practical exercises. Proficiency is exhibited in teaching a range of digital marketing disciplines, including social media marketing, SEO, email marketing, and analytics. Skillfulness in staying current with industry trends and incorporating the latest tools and technologies into curriculum delivery is emphasized. Commitment to fostering a collaborative learning environment and empowering students with the skills needed for success in the ever-evolving digital landscape is underscored.

Digital Marketing Instructor | CIS College

November 2023 – PRESENT

Adept at creating engaging and interactive learning experiences for students, utilizing real-world case studies and practical exercises. Proficient in teaching a range of digital marketing disciplines, including social media marketing, SEO, email marketing, and analytics. Skilled in staying current with industry trends and incorporating the latest tools and technologies into curriculum delivery. Committed to fostering a collaborative learning environment and empowering students with the skills needed for success in the ever-evolving digital landscape.

Founder & Manager | Sparkelize Social Media Agency

AUGUST 2023 – PRESENT

Setting and implementing social media and communication campaigns to align with marketing strategies, providing engaging text, image and video content for social media counts, responding to comments and customer queries in a timely manner, creating reels and tiktok videos, putting strategies to get more clients, giving consultations, graphic designing, managing ads, photography work and content creation.

Social Media Manager | FIDO Advertising and Marketing

AUGUST 2022 – FEBRUARY 2024

Setting and implementing social media and communication campaigns to align with marketing strategies, providing engaging text, image and video content for social media accounts, responding to comments and customer queries in a timely manner, managing websites back-ends, creating reels and tiktoks, helping in developing new strategies.

Social Media Coordinator | United for Lebanon

JUNE 2022 – MARCH 2023

Responsible of all logistics, arranging events, social media management and monitoring, reporting and problem solving, public relations officer, video editing, graphic designer.

Freelance Graphic Designer – Social Media Manager | RAW Honey Lebanon

DECEMBER 2022

Setting and implementing social media and communication campaigns to align with marketing strategies, providing engaging text, image and video content for social media accounts.

Media Head Assistant | United for Lebanon

NOVEMBER 2021 – MAY 2022

Media head assistant, responsible of all logistics, arranging events, social media management and monitoring, reporting and problem solving, public relations officer, video editing.

Freelance Translator | United for Lebanon

SEPTEMBER 2021 – JULY 2022

Translating documents and videos from Arabic to French and English, from English to Arabic and French, and from French to English and Arabic

Effective Administrator | Raw Honey Lebanon

SEPTEMBER 2021 – NOVEMBER 2021

Helping in all administrative tasks: preparing orders, invoices and bills, tracking orders with the delivery company, data entry, providing administration support, helping arranging events, social media posting.

Customer Service | Raw Honey Lebanon

JULY 2021– SEPTEMBER 2021

Contacting customers and replying to their questions about our products

Preparing Bills using WooCommerce Website

Administrative Coordinator/ Secretary | United For Lebanon

JUNE 2021 – NOVEMBER 2021

Receptionist | Abzilla Gym

JULY 2019 – OCTOBER 2019

Data Entry, people welcoming, cash, operator.

Teacher | Al Taliaa Highschool - Ghoubeiry

SEPTEMBER 2016 – JUNE 2019

Substitute English/ French teacher for Grades 1, Grade 2, and Grade 3.

Private Tutor |

SEPTEMBER 2018 – OCTOBER 2023

Helping out students with their daily agenda s in French and English Languages starting from grade one to grade nine.



CERTIFICATES

Advanced Digital Marketing | Ramak Association

OCTOBER 2023

Intermediate Digital Marketing | Ramak Association

SEPTEMBER 2023

Beginner Digital Marketing | Ramak Association

AUGUST 2023

Social Media Marketing | Ramak Association

FEBRUARY 2023

Television and radio presentation | Ramak Association

FEBRUARY 2023

Adobe Premier | Ramak Association

FEBRUARY 2023

Adobe Photoshop | Ramak Association

FEBRUARY 2023

Adobe Illustrator | Ramak Association

FEBRUARY 2023

Content Creation | Ramak Association

FEBRUARY 2023



SKILLS

- Excel, Word, PowerPoint
- Adobe Photoshop
- Adobe Premiere
- Adobe Illustrator
- Outlook, Gmail, Hotmail
- Adaptability skills
- Social Media Knowledge
- Time management
- Teamwork and collaboration skills
- Communication Skills
- Problem Solving Skills
- Punctuality
- Organization



LANGUAGES

Spoken

Arabic: Native Language

French: Excellent

English: Very Good

Spanish: Beginner

Written

Arabic: Native Language

French: Excellent

English: Very good

Spanish: Beginner