




 Lebanon, Antelias

 riwa_jreidy@hotmail.com

 +961 76 904 286

SKILLS

Language - Fluent in Arabic, French and English, basic Spanish

Personal Interests – Artworks, Reading, ski, ballet

Professional skills – Problem-solving, Organizational skills, Time Management, Multitasking, Graphic Design

LINCENCES AND CERTIFICATIONS

- **UNIVERSITY OF MICHIGAN**
Successful Negotiation :Essential Strategies and Skills (2020)
Delivered by Coursera

- **WESLEYAN UNIVERSITY**
Social Psychology (2020)
Delivered by Coursera

- **Hubspot Academy**
Social media marketing (2021)

RIWA EL JREIDY

PERSONAL PROFILE

I am a motivated digital marketer who is always looking for new opportunities and challenges in my line of work. Currently employed in the sports and cosmetics sectors, with multitasking, problem-solving, and teamwork skills.

EDUCATION

Universite La Sagesse - ULS, Furn el Chebbak

2019 to 2022

Bachelor of Business Administration in Marketing

GPA: 3.62/4

Notre Dame des Apôtres- NDA, Rawda

June 2019

Focus on Life Science, LS degree

EXPERIENCE

Marketing and social media specialist at Baroody Group S.A.L.

November 2021-present

- Handling many social media platforms
- Putting in practice PR skills with suppliers and influencers
- Executing Marketing research projects to collect customer feedback
- Handling E-commerce websites while monitoring SEO and user engagement and suggest content optimization
- Formulate, recommend and implement plans to protect and increase annual company revenue
- Engage and maintain relations with customers and resolve customer concerns
- Create and distribute monthly reports on critical metrics for content creation, competitors' activity, website traffic, and other KPIs
- Executing online promotions and marketing campaigns

Pets' Welfare Mission

December 2020 – present

- Retrieving stray cats and dogs in the neighborhood, feeding, and taking care of them
- Reaching out and finding new homes for the pets

Child Tutoring and Babysitting

January 2018-March 2020

- Assisting children with homework assignments across different subjects to promote academic success
- Maintaining effective schedule balance between rest periods, active play, and instruction