

## KRISTY ABOU DIB

I am a highly motivated and creative social media professional with a passion for utilizing digital platforms to drive engagement and increase brand awareness, while continuously growing and learning in this ever-evolving field.

### EDUCATION

#### **LEBANESE UNIVERSITY (FSEG2) - BEIRUT, LEBANON**

*Master of Business Administration in Marketing* (expected graduation date: 2024)

#### **LEBANESE UNIVERSITY (FSEG2) - BEIRUT, LEBANON**

*Bachelor of Business Marketing*

Thesis: "L'Importance du Marketing Digital: Le Cas de Kassatly Chtaura" (Mention A. Bien)

#### **COLLEGE SAINT-JOSEPH DES SOEURS ANTONINES – KSARA, LEBANON**

*Lebanese Baccalaureate in Economics Sciences* (SE)

Rank 2<sup>nd</sup> in Terminal Official Exams in SE section in school.

### EXPERIENCE

#### **FREELANCE SOCIAL MEDIA MANAGER (2020-PRESENT)**

- Work with multiple clients to develop and execute social media strategies across various platforms including Instagram, Facebook, and Twitter
- Create and curate engaging content, increasing follower count and engagement rates and sponsoring posts strategy on Instagram platform.
- Manage social media advertising campaigns, optimizing performance and ROI
- Analyze social media performance and provide regular reports to clients to inform strategy and adjust tactics accordingly. This is the place for a brief summary of your key responsibilities and accomplishments.

#### **SALES ASSISTANT – ALDO RETAIL GROUP, ABC ACHRAFIEH (2019)**

- Assisted customers in finding and purchasing products, resulting in a 15% increase in sales followed by ranking 1<sup>st</sup> Branch in sales.
- Managed inventory by organizing and restocking shelves, ensuring products were well-stocked and easily accessible
- Operated the cash register and processed transactions with 100% accuracy
- Achieved personal sales targets through excellent customer service, leading to an increase in commission earnings
- Collaborated with team members to create effective visual merchandising displays

- Assisted customers from diverse cultural backgrounds and communicated fluently in both French and English.
- Maintained positive relationships with customers, addressing their concerns and feedback after sales, resulting in a high rate of customer satisfaction and repeat business.

#### **PERSONAL BLOGS**

- Maintained a personal blog dedicated to sharing updates and insights about music artists and pop culture, cultivating a dedicated leadership through consistent content creation and effective social media promotion.
- Achieved 12K followers on Twitter account and several viral tweets. Furthermore, created viral TikToks.
- Creating unique and entertaining content specifically targeting music and pop culture lovers.
- Planned and executed a comprehensive content plan over the course of every month, while strategically adapting to emerging trends to ensure maximum engagement and audience reach.

#### **ASSISTANT – DIGICOM TECHNOLOGY, ZAHLE (2017-2018)**

- Assisted in the day-to-day operations of Digicom Technology's local store, including designing and implementing the store logo.
- Assisted the senior accountant in managing accounts payable and receivable, processing invoices, and reconciling bank statements

CERTIFICATIONS	<b>SEARCH ENGINE OPTIMIZATION (SEO) SPECIALIZATION (ONGOING)</b> UC Davis, University of California (Coursera) <b>DIGITAL MEDIA AND MARKETING PRINCIPLES (NOV 2020)</b> University of Illinois (Coursera) <b>DEL F B2 (2016)</b>
LANGUAGES	Arabic, English & French (Fluent)
SKILLS	Word, Excel, Canva, PowerPoint, Access, SQL, Google Ads, Adobe Photoshop.
INTERESTS	Photography, cinematography, drawing, reading books, writing, learning new languages, creating & teaching choreography and dancing.