



## Sarah Mohtar

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### OBJECTIVE

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Seeking a challenging position in a progressive organization that offers opportunities for advancement and where my skills can be employed and developed.

### EDUCATION

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2021	<b>Bachelor Degree in Business Management With Honor</b> Lebanese International University	Beirut, Lebanon
2017	<b>Lebanese Baccalaureate in Economics &amp; Sociology</b> Aramoun Official High school	Mount Lebanon

### WORK EXPERIENCE

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#### FREELANCE

[Creative Strategist] June 2019- Present

- Developing and implementing a comprehensive social media strategy to align with the organization's goals and objectives.
- Managing social media accounts and profiles, ensuring consistency in branding, tone, and messaging.
- Monitoring and analyzing social media metrics to measure the effectiveness of campaigns and strategies.
- Supervising the marketing and communications teams to ensure social media efforts are integrated into broader marketing campaigns.
- Conducting market research and analysis to identify trends, competition, and new market segments.

#### IY MEDIA – Meta Business Partner Beirut, Lebanon

[Content Creator] October 2022 – June 2023

- Manage key social media accounts and create ways to generate a stronger brand awareness and new opportunities.
- Build and execute comprehensive marketing strategies to generate traffic and convert leads from all online platforms (Instagram, Facebook, TikTok...)
- Create strategic and tactical plans to achieve marketing objectives, including brand planning and strategy development.

#### FOOD AND DRUG CORPORATION – VERDUN:

[Digital Marketing Specialist] September 2021- September 2022

- Responsible for all Ads and digital marketing activities that the company takes.
- Dealing and coordinating with clients (Spinneys, Carrefour..) brands (Riomare, Wcnet, Gnuts, Redbull...) or any other party, who may contribute in a way or another in the digital marketing of the company.
- Responsible for Branding(vans, trucks, CTs, FSUs, stickers..) and Budgeting.

- Updating and taking care of the company's website.
- Reporting to the marketing Director.

### **THINK BIG MARKETING AGENCY – CHOUEIFAT:**

[Account Manager] Jul 2019 – Sep 2021

- Coordinating between the team members and upper management.
- Providing, on daily bases, reports from the designing department and coordinating the tasks between social media managers and sales department.
- Responsible for creative ideas concerning new accounts and following up with the designing department to be applied.

### **VOLUNTEER AT OATH NON GOVERNMENTAL ORGANIZATION:**

[Creative Strategist] April 2017- Present

- Responsible for social media.
- Organizing meetings and applying strategies.
- Coordinating with the founder for organizing the activities.

## **LANGUAGE & SKILLS**

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### **LANGUAGE:**

Arabic (Native language)

English (Advanced written and spoken)

### **SKILLS:**

Graphic design

Analyzing data

SEO/SEM

Ability to work under pressure

Good at team work

Time management

Fast learner

Good listener

### **COMPUTER SKILLS:**

Microsoft Word

Microsoft Excel

Microsoft Power Point

Dynamic NAV

Wordpress

Meta Ads Manager

Adobe suits

Google analytics