






Personal details


 Rachel Hajj Assaf


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 Antelias

 Lebanese

 Unmarried

 Rachel Hajj Assaf

Skills

- Content Creation & Story Design
- Social Media Strategy
- Client Communication & Meetings
- Content Scheduling & Planning
- Team & Task Coordination
- Creative Direction & Photoshoot Management
- Urgent Task Handling & Problem Solving
- Canva
- CapCut
- Facebook Business
- TikTok Business Center
- SMM - Social media Management ( IG, TikTok, FB)
- Strong Communication
- Adaptability and Flexibility
- Time management

Profile

I am a dynamic and motivated individual with a strong foundation in customer service and a growing expertise in marketing and account management. Experienced in the food and beverage industry, with a proven ability to engage customers and deliver high-quality service. Passionate about leveraging tools like KPIs and ROI to drive performance and create impactful content. Eager to grow professionally and contribute to teams focused on excellence and innovation.

Education

**Bachelor in Marketing**Oct 2022 - Present

Al Kafaat University, Ghassan Barrage School of Business, Ein Saadeh

**Economic & Sociology degree**2021 - 2022

Kfardebian High School

Employment

**Account Manager**Jan 2023 - Present

Pixels Spark, Jdeideh El Matn, Mount Lebanon Governorate, Lebanon

- Consistently managed and oversaw 37+ social media accounts on a daily basis since the start of my role.
- Design, create, and publish engaging stories and posts across multiple platforms.
- Plan, schedule, and organize monthly content grids and calendars for all clients.
- Handle urgent requests: new pages, post edits, story designs, follow-ups.
- Manage client communication, approvals, and regular meetings.
- Assign tasks to internal team members, ensuring efficiency and deadline adherence.
- Direct photographers on creative shoots and attend sessions to oversee execution.
- Post, manage, and grow multiple TikTok accounts, adapting content to trends.
- Analyze marketing data to measure campaign effectiveness.
- Organize promotional events, product launches, and exhibitions.

**Content creator**Aug 2022 - Present

Pixels Spark, Jdeideh El Matn, Mount Lebanon Governorate, Lebanon

- Versatile content creator with expertise across F&B, product promotion, and retail.
- Skilled in crafting compelling content and generating innovative ideas.
- Designs engaging posts and curates captivating daily stories.
- Brings creativity and strategic thinking to every project.

**Floor Manager**May 2024 - Sep 2024

Kintsugi, Mar Mkhayel

- Oversaw daily restaurant operations, ensuring smooth service and high

Creativity and innovation

Problem-solving

Attention to detail

Accountability

Reliability

## Languages

Arabic

English

French

## Hobbies

- Social Media Management
- Graphic Design
- Event planning
- Traveling
- Art
- Photography
- Cooking
- Bartending

hospitality standards.

- Managed and guided front-of-house staff for efficiency and professionalism.
- Handled guest requests and concerns to ensure exceptional service.
- Coordinated with hotel management for seamless collaboration.
- Supervised table assignments, reservations, and service flow.
- Maintained cleanliness, organization, and restaurant ambiance.
- Conducted end-of-day closing procedures using the Omega system.
- Managed cash handling, staff scheduling, and restaurant/hotel closing.

### Private waitress

Mar 2024 - Mar 2024

Exclusive Tasting Event with Chef Chandy Yaghy, Zekrit

- Assisted in setting up and arranging tables for an elegant dining atmosphere.
- Served curated tasting dishes to VIP guests with precision and professionalism.
- Coordinated seamlessly between the kitchen and dining area for smooth service.
- Provided attentive, personalized service while maintaining discretion.
- Ensured high standards of hygiene, presentation, and overall guest experience.

### Waitress/Barmaid/Cashier

May 2023 - Jan 2024

Lost Management, Gemmayzeh

- Experienced in multiple hospitality roles, from waitress to barmaid.
- Strong customer service skills, ensuring memorable guest experiences.
- Skilled in mixology, crafting exquisite cocktails with unique flavours.
- Ensured smooth operations for both guests and staff.
- Passionate about creativity and delivering exceptional service.

### Waitress

Dec 2022 - May 2023

Pastel Beirut, Saifi, Beirut

- Delivered top-tier service in a high-end, fast-paced dining environment.
- Recommended wine pairings and menu selections to enhance the guest experience.
- Maintained flawless table settings and ensured smooth service flow.
- Managed multiple tables efficiently while providing personalized attention.
- Collaborated with chefs and bartenders to deliver precision and perfection.
- Handled VIP guests and special requests with professionalism and discretion.

### Waitress

Jun 2021 - Oct 2021

Fertil, Faqra Keserwan District, Keserwan-Jbeil Governorate, Lebanon

### Cashier

Jul 2020 - Oct 2020

House of la Burgeria, Kaslik, Keserwan-Jbeil Governorate, Lebanon

## Courses

### Event Planner

Passionate about event planning and organization, I took a specialized course to deepen my knowledge and refine my skills. By integrating event planning with my major, I leverage strategic sales, marketing campaigns, and networking to create impactful, results-driven events. My goal is to maximize opportunities and transform event planning into a profitable and growth-driven endeavors and raise Brand Awareness.

## Certificates

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Google data analytics	Jan 2025
Marketing vs Digital Marketing	Apr 2023
Google Fundamentals of Digital Marketing	Oct 2022

## Internships

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**Digital Marketer** **Aug 2022 - Dec 2022**

Pixels Spark, Jdeideh, Jdeideh Tower

- Collaborated with the content team to create engaging social media posts and ad copy that drove traffic and engagement.
- Conducted market research and analyzed customer data to optimize targeted advertising strategies.
- Practiced and invested in myself to enhance my skills in Canva.

## References

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References available upon request.