

Education

Master's Degree in Business Administration speciality in Digital Marketing, Antonine University

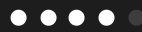
Sep 2020 – Jun 2022 | Baabda, Lebanon

Bachelor Degree in Business Administration speciality in Human Resources, Antonine University

Sep 2017 – Jun 2020 | Baabda, Lebanon

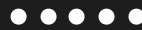
Skills

Social Media Management

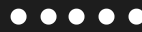


Sets a content calendar, batch content, rearrange layouts on social media platforms, share posts at the right time, drive organic reach, drive conversions, increase engagement

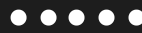
Content Creation



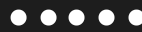
Copywriting



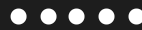
Time Management



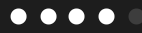
Microsoft Office



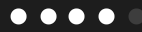
Adaptability



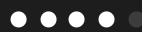
Facebook Ads



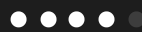
Creativity



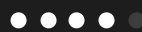
Problem Solving



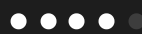
Photography



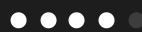
Communication



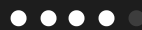
Project Management



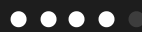
Behavioral psychology



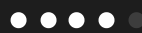
Analytics



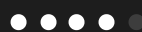
Building Strategies



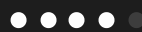
SEO tools



Email Marketing



In-Depth understanding of the latest social media trends



Batoul Abdallah

Social Media Manager



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Beirut, Lebanon



28 Jul 1999



Lebanese



Female



<https://www.linkedin.com/in/batoul-abdallah-598291200>

Professional Experience

Social Media Manager,

Aleph Consultancy

Nov 2022 – present | Lebanon

As a Social Media Manager, I play a crucial role in crafting a brand's online persona and engaging with its audience across various social media platforms. My job involves developing and executing social media strategies, creating compelling content, and analyzing the performance of social media campaigns.

My responsibilities includes: creating and curating content that aligns with the brand's voice and values, scheduling and publishing posts on various social media platforms, monitoring and responding to comments and messages, and collaborating with other departments to ensure a cohesive brand image.

Certificates

- Youth Leadership Program by UNDP
- Digital Marketing Seminar Training by Rotaract Dubai
- Fundamentals of Digital Marketing by Maharat Min Google
- Copywriter Training Program
- Campaign manager by Google
- Google Ads Search by Google
- Art Of Public Speaking by HR BluePrint

Projects

Youth Leadership Program

Dec 2021

My experience in the Youth Leadership Program at UNDP in 2021 was both inspiring and impactful. Throughout the program, I showed a great deal of passion, creativity, and leadership skills, which enabled me and my team to reach the finals with my innovative idea of focusing on people's mental health.

The idea was particularly catchy and unique, as it went beyond the typical focus on physical health and recognized the crucial role that mental well-being plays in overall health and happiness. It aimed to create a comprehensive platform that provides accessible and affordable mental health support to those in need, regardless of their location or financial situation.

Throughout the program, I demonstrated a deep understanding of the importance of mental health and the challenges that people face in accessing mental health services. I worked tirelessly to develop a solution that could truly make a difference in people's lives, and my hard work paid off when your idea was selected as one of the finalists.

Overall, my experience in the Youth Leadership Program at UNDP in 2021 was a testament to my dedication, creativity, and leadership skills. My innovative idea and passion for improving mental health demonstrate the kind of young leaders that are needed to create positive change in the world

Interests

- Latest Technology
- Reading
- Photography
- Designing

Content Creator

Jan 2020 – present

Beirut, Lebanon

I'm a freelancer that works as a Content Creator, Copywriter, and Social Media Manager

Copywriter, Ting Ting Group

May 2022 – Sep 2022 | Lebanon

As a copywriter, my main responsibility is to write persuasive and engaging copy that communicates a brand's message effectively and drives desired actions from the target audience. Whether it's writing web content, social media posts, advertising copy, email campaigns, or product descriptions, I master my words, using my creativity and writing skills to convey ideas in a compelling way.

Languages

English



Arabic



Courses

Leadership, Antonine University
Lebanon

Digital Marketing Strategic Planning, Antonine University

Social Media Marketing,
Antonine University

Digital Communications,
Antonine University

Search Engine Marketing,
Antonine University