



# TRINITÀ KHALIL

*Head of Digital Marketing*

## CONTACTS

### PHONE NUMBER

+961 78 828 777

### EMAIL

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### ADDRESS

Beirut, Lebanon

## ABOUT ME

*A dedicated and passionate person who manages the flow of different departments and works closely with teams on a number of high-priority cases & delicate campaigns.*

## WORK EXPERIENCE

### HEAD OF DIGITAL MARKETING

*Media Avenue*

*Oct 2021 - Present*

- Responsible for planning, developing, implementing, and managing the overall digital marketing strategy.
- Manage, guide and train digital marketers and other marketing positions in the team.

### DIGITAL MARKETING SPECIALIST & CONSULTANT

*Freelancer*

*Aug 2020 - Present*

- Identify the most effective ways of advertising or marketing companies' products or services using various digital technologies.
- Develop customized digital marketing strategies, suggest improvements to existing strategies.

### DIGITAL MARKETING & SOCIAL MEDIA SPECIALIST

*ANDCO*

*Jun 2021 - Dec 2021*

Create and publish content on all social media platforms, to grow an audience, build brand awareness, and ultimately, boost posts.

### SENIOR DIGITAL MARKETER

*FEER McQUEEN*

*Jul 2019 - Jun 2021*

- Establish the end-to-end digital marketing capabilities and strategy that aligns with the needs and goals of the businesses.
- Work alongside Senior Stakeholders, Digital Team, and business unit Marketing leaders, to establish a best-of-breed approach to the use of marketing technology.

### FASHION MARKETING ADVISOR

*L'Esperto*

Promote clothing items and create plans to optimize business.

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## SKILLS

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- English - French - Arabic  
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- Business Manager  
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- Microsoft Office: Excel | Outlook | Powerpoint | Word  
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- Photography  
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- Adobe Creative Suite: After Effects | Avid | Illustrator | Photoshop | Première  
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## HOBBIES

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- *Blogging*
- *Dancing*
- *Photography*
- *Reading*
- *Singing*
- *Traveling*

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## EDUCATION

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2023

### MASTER'S DEGREE

*Notre Dame University*

Master's Degree in Media Studies: Emphasis on Advertising and Electronic Journalism

2019

### BACHELOR

*Notre Dame University*

Distinction Graduate

Dean's List: Fall 2016 | Spring 2018 | Fall 2018 | Spring 2019

### HIGH SCHOOL DIPLOMA

*Antonine Sisters School*

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## INTERNSHIPS

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### INTERN

*Triangle MENA*

*Feb 2019 - Mar 2019*

### INTERN

*Talal Abu-Ghazaleh Law Firm*

*Feb 2015 - Mar 2015*

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## CERTIFICATIONS

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GOOGLE DIGITAL GARAGE: THE  
FUNDAMENTALS OF DIGITAL MARKETING

GOOGLE: SEARCH ADS 360 CERTIFICATION  
EXAM

IAA US CHAPTER CERTIFIED: INTERNATIONAL  
ADVERTISING ASSOCIATION