

## EXPERIENCE

### **Premium Service Equipment, Zouk Mosbeh** – *Digital Marketing Director*

JUN 2023 - PRESENT

- Manage and revamp social media marketing strategies, resulting in over 700K views on a single product video.
- Enhance website performance and social media presence to drive customer acquisition and leverage Google Analytics to drive search engine optimization (SEO).
- Design and execute global social media strategy on LinkedIn, Instagram, and Facebook.
- Shoot, create and post social content daily across all channels.
- Establish regular monthly and quarterly reporting of social media metrics, such as follower counts, engagement rates, and lead generation across platforms.

### **Freelance** – *Social Media Marketing Manager*

OCT 2019 - PRESENT

- Handle strategic planning, content strategy, and execution of posts across Instagram, Facebook, and TikTok.
- Schedule, create, and distribute visual content, videos and images, that increase brand awareness.
- Identify, through testing and data analysis, the best performing channels and double down on those channels.
- Proactively recommend new platforms and media strategies, and grew TikTok following from 0 to 2K followers in 1 month.

### **Freelance** – *UI/UX Designer*

DEC 2023 - JAN 2024

- Engaged collaboratively with blockchain developers and stakeholders to translate complex blockchain functionalities into intuitive and user-friendly interfaces.
- Conducted comprehensive user research within the blockchain community, identifying specific user needs, pain points, and opportunities for innovation.
- Designed blockchain-specific wireframes, prototypes, and high-fidelity mockups, ensuring seamless integration of blockchain technology while prioritizing user experience.

## EDUCATION

### **Lebanese University, Lebanon** – *B.S., Computer Science*

SEP 2019 - OCT 2022

## **LANGUAGES**

Native in **Arabic**, Fluent in **English** and **French**.

## **SKILLS**

- Instagram, TikTok, Facebook, Pinterest, LinkedIn.
- Meta Business Suite, Facebook Ads Manager, Notion.
- Google Analytics.
- Canva Pro, Figma, Adobe Photoshop
- Capcut, InShot.

## **CERTIFICATIONS**

Accenture – Digital Skills:Social Media

LinkedIn Learning – Digital Marketing Foundations

LinkedIn Learning – SEO Foundations