

Portfolio 2023

# Caroline Zakka- Content Creator



Graduated: BS Management and Marketing from LAU, Lebanon.

Classes: Creative writing at Fade In, Beirut.

Expertise: Writing, Copywriting, Editing, Content Creation, Project

Management, Branding, Storytelling, Social Media Management, Campaign strategy, Translation.

Languages: English, Arabic, French.

Competence: Canva, working with generative AI, Photo editing.

Hobbies: Running, wellness, volunteering.

Please find herewith a few of my notable projects.



# Portfolio

## Caroline Zakka

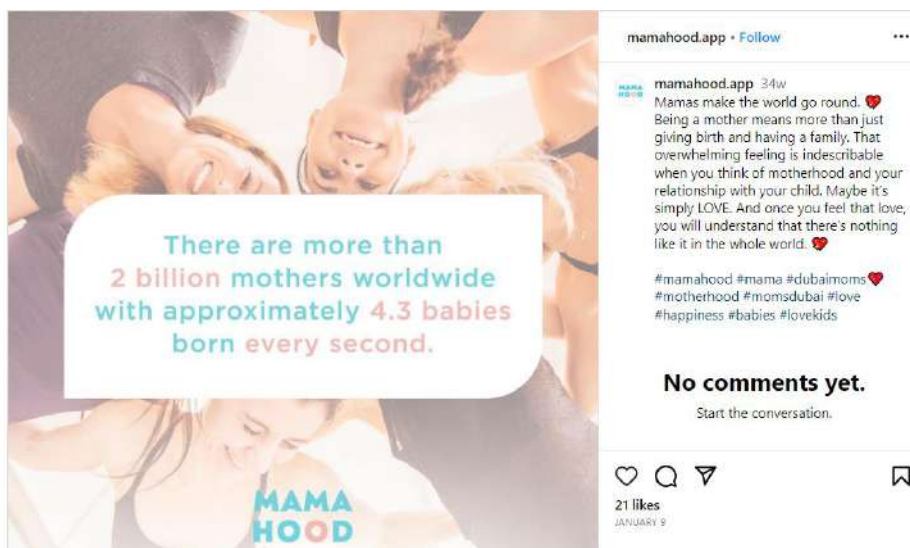
GPS Marketing agency- Dubai

Creative copywriting 2022/ 2023.

Content creation, bilingual scripts, copy, social media.



Branding, calendar and tone of voice for [Mamahood app](#).



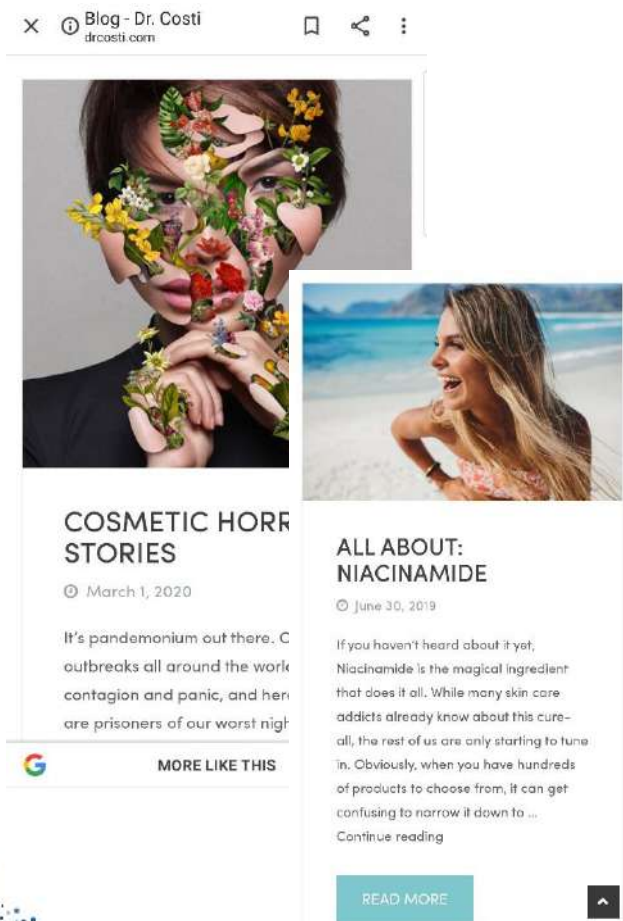
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**Dr. Costi- Lebanon**

Copywriting and content creation 2018/19/20/21/22/ ongoing.

Concept and ideation  
of the Newsletter.



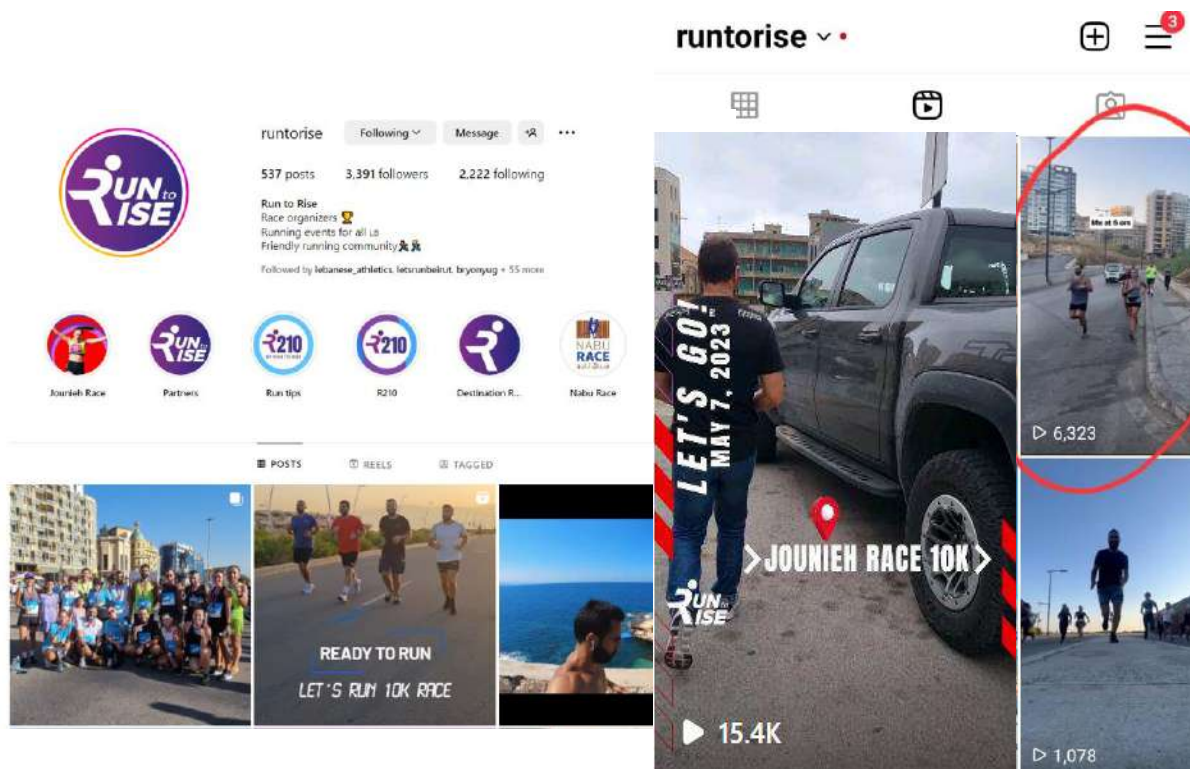
Blog Research  
and writing.

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Run To Rise running community- Lebanon

Content creation, social media management 2022/ ongoing.



Branding, event coordination and LIVE coverage.





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## Caroline Zakka

**ALISEP NGO- Lebanon**

Multiple Sclerosis awareness month video 2023.



ALISEP  
May 26 · 🌐



On this world MS day, let's remember every  
moment counts....💙💙💙💙

... بالنهار

See more

👍❤️ 219

54 💬 5.6K 👁️

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Concept and production of the video #EveryMomentCounts.



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### SAID NGO- Lebanon

Colon Cancer Awareness campaign strategy 2022.



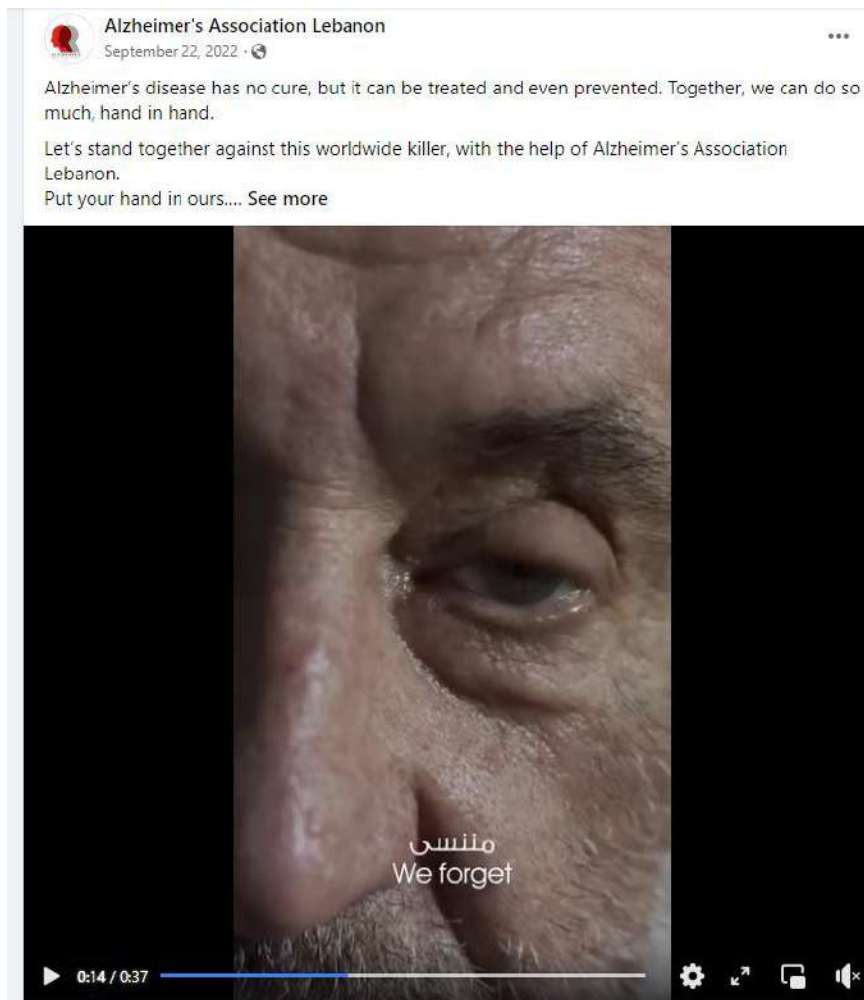
[Walkathon event](#) public speaking and hosting.

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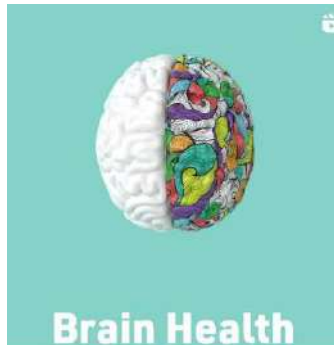
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### Alzheimer's Association- Lebanon

Alzheimer's and dementia digital awareness campaign 2022.



Concept and production of the videos and social media posts.



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### Madi International- Dubai

Social media/content creation 2021/ 2022.

Social media strategy and calendar for Cozmada beauty brands.

Reporting, budgeting and ad boosting.



Live event moderating.

Influencer management  
and marketing.





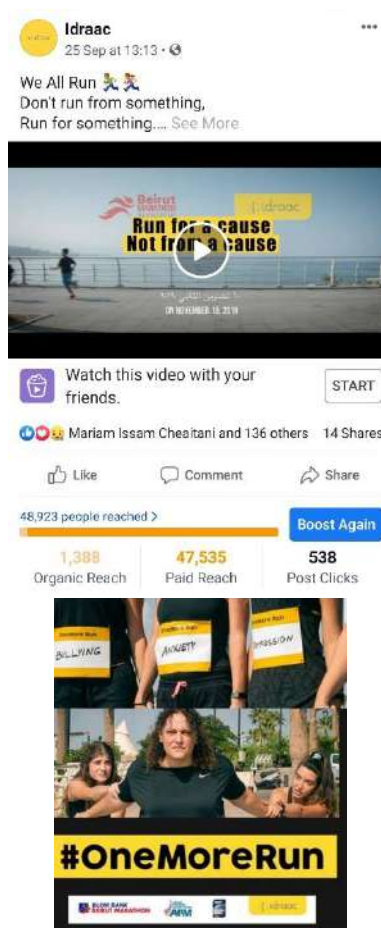
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### IDRAAC NGO- Lebanon

Social media 2018/19/20/21/22.

Concept and production  
of the mental health awareness  
campaign #OneMoreRun.



Concept creation of a mascotte for the NGO, the little "idraco".



Activation of  
Mental Health  
awareness month.



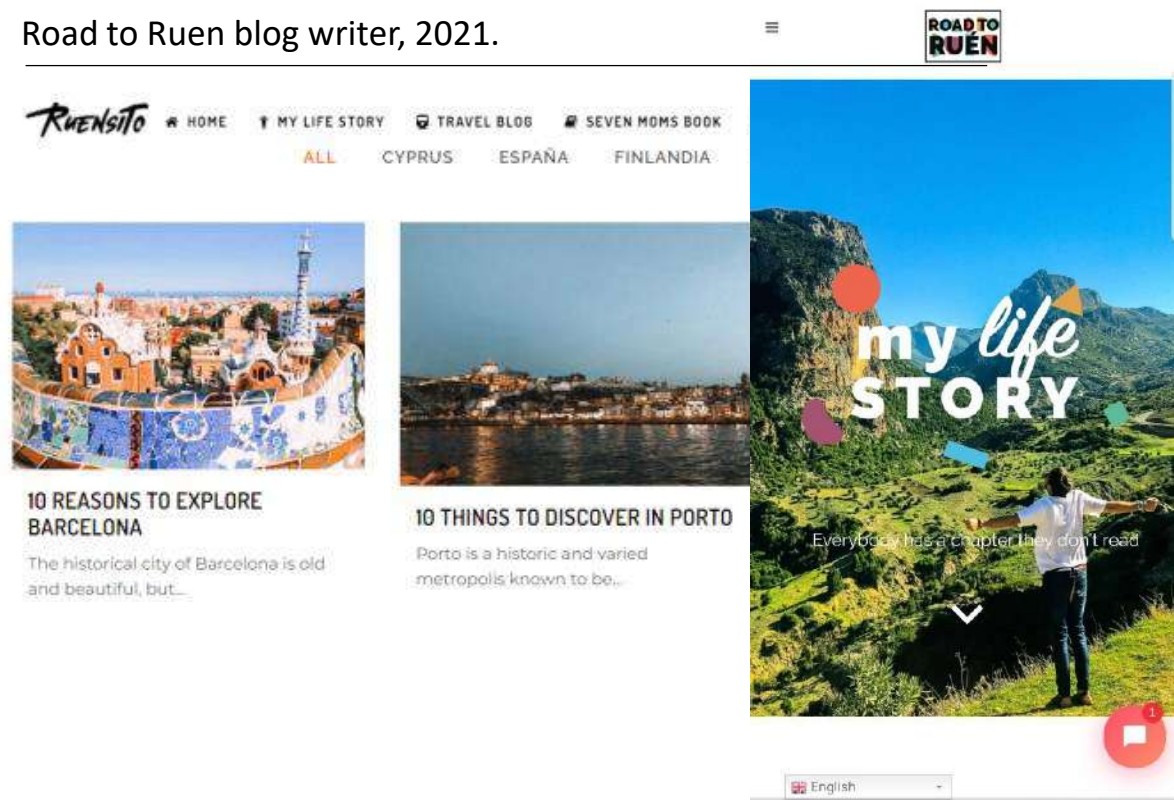
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## Caroline Zakka

“Seven Moms” book ghostwriter for Ruen Roguez- Mexico, 2021.



Road to Ruen blog writer, 2021.



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Dr. Costi Social Causes Awareness campaign- Lebanon, 2019.

Project Management,  
Concept and execution  
of the campaign.

