

Farah Ghaziri

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Beirut, Lebanon

PROFESSIONAL EXPERIENCE

One Second Agency

Apr. - Oct. 2023

Account Executive

- Produced comprehensive marketing assets, including competitive audits and brand asset documentation, to equip the team with essential materials for engaging potential leads.
- Managed the Instagram account for One Second Agency, ensuring a consistent and compelling online presence.
- Cultivated meaningful interactions within the marketing community by strategically engaging with other accounts through likes, comments, and following distinctive profiles.
- Developed a Content Planning Sheet for clients, facilitating organized and strategic content creation and distribution.
- Formulated detailed proposals outlining recommended social media strategies, specific deliverables, and pricing structures for client review and approval.
- Conducted thorough research to gather pertinent information about clients' brand identity, including logos, colors, typography, and tone of voice.
- Edited reels using Wave video and implemented subtitles on videos to enhance accessibility and engagement.

Freelance Social Media

Feb. - Mar. 2023

- Developed social media marketing strategies across multiple platforms, resulting in an increase in brand engagement over the course of six months.
- Designed curated content for social media, maintaining a consistent and on-brand presence.
- Managed a content calendar to ensure a regular posting schedule, optimizing post times for maximum audience reach and engagement.
- Engaged with the online community by responding to comments, messages, and mentions in a timely and professional manner, maintaining a positive brand image.
- Conducted competitive analysis and benchmarking to identify strengths and weaknesses.
- Collaborated with the design team to create visually appealing graphics, images, and videos for social media posts and advertisements.
- Conducted social media audits to assess the overall performance.

Study Pedia

Oct. - Jan. 2023

Marketing Intern

- Created stories and posts on Study Pedia's social media platforms (resulted in grabbing the attention of potential students and increased interaction).
- Researched universities abroad.
- Supported the marketing team in daily administrative tasks.
- Investigated consumers options.
- Assisted in marketing and advertising promotional activities (Instagram, Facebook, and direct mail).

EDUCATION

Lebanese American University - LAU

2019 - 2022

Bachelor of Science, Concentration in Business Marketing

SKILLS

Software Skills: Microsoft Office, Canva

Social Media: Facebook, Instagram, Snapchat, Twitter, LinkedIn, Plannable, Clickup

Languages: Arabic - Native ; English - Fluent ; German - B1