

LEEN DADA

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ABOUT ME

A fast learner with excellent problem-solving skills, I adapt quickly to changing priorities and thrive in fast-paced environments. With experience in advertising and marketing, I possess strong communication skills and work effectively both independently and as part of a team. I am seeking a challenging role where I can leverage my skills and gain hands-on experience to further my career.

EDUCATION

Rafic Hariri University

Bachelor of Marketing and Advertising
2017- 2020

Qulaa Secondary School

Baccalaureate Degree in Literature and Humanities
2002- 2017

WORK EXPERIENCE

PIPA MEDIA

Account Manager - Influencers' Recruiter

Aug 2022 - Jul 2024

- Content Creation: Developing engaging and catchy content for influencers and brands across various social media platforms, tailored to their unique audiences and goals.
- Photoshoot Management: Planning and managing photoshoots, including the creation of detailed mood boards to ensure a cohesive visual aesthetic that aligns with brand identity.
- Social Media Strategy: Creating comprehensive social media plans and calendars, outlining content schedules, posting frequencies, and engagement strategies to maximize reach and interaction.
- Marketing Campaign Development: Conceptualizing and developing innovative marketing campaigns that effectively promote products and services, drive brand awareness, and achieve marketing objectives.
- Influencer Collaboration: Coordinating with influencers for collaborations, ensuring seamless execution of campaigns, and fostering strong relationships to enhance brand partnerships.
- Influencers' Recruiter
- Social media influencers' recruiter
- developing weekly and monthly reports
- Managing influencers' social media accounts

UNDERFLOW

Marketing Coordinator and Content Creator Intern

May 2022 - July 2022

- **Marketing Strategy Development:** Crafting comprehensive marketing strategies for both new and existing clients, tailored to meet their unique goals and market demands.
- **Social Media Planning:** Designing detailed social media plans and calendars, including content schedules, posting frequencies, and engagement tactics to optimize online presence and audience interaction.
- **Campaign Creation:** Conceptualizing and executing innovative marketing campaigns that resonate with target audiences, enhance brand visibility, and drive engagement and conversions.
- **Content Creation:** Developing interactive and compelling content that aligns with the brand identities

SKILLS AND QUALIFICATIONS

1. **Content Strategy & Creation:**
 - Developed engaging content tailored to brand identity and audience.
 - Managed social media calendars and posting schedules.
2. **Social Media Management:**
 - Managed and optimized social media accounts for increased engagement.
 - Kept up with trends to refine strategies.
3. **Influencer Recruitment & Collaboration:**
 - Recruited and managed influencers for successful campaigns.
 - Built strong partnerships to enhance brand presence.
4. **Campaign Execution:**
 - Conceptualized and executed effective marketing campaigns.
 - Coordinated all campaign aspects from planning to delivery.
5. **Photoshoot Management:**
 - Planned and directed photoshoots, ensuring brand consistency.
6. **Reporting & Analysis:**
 - Created detailed reports to track and analyze social media performance.
7. **Technical Skills:**
 - Proficient in Lark, Excel, and Outlook for data entry and communication.
8. **Languages:**
 - Fluent in English and Arabic.
9. **Soft Skills:**
 - Strong communication, time management, and adaptability skills.

References are available upon request