

Rim Khatib

961 70 224156 · reemkhatib35@gmail.com · [@reemkhatib](#)
Beirut, Mousaytabah

DIGITAL MARKETER

As a digital marketer, I specialize in leveraging online platforms to drive brand awareness, engagement, and conversions. I craft strategic campaigns tailored to target audiences across various channels, including social media, search engines, and email marketing. My skills in data analysis enable me to optimize campaigns for maximum ROI, while my creativity ensures compelling content that resonates with audiences. I excel in driving growth and achieving marketing objectives.

KEY COMPETENCIES

Digital Strategy Development	Report writing and presenting	Social Media Management
Data-driven strategic planning	Data Analysis and Insights	Proactive and self-motivated
Content Marketing	Conversion Rate Optimization	Exceptional organisational skills

PROFESSIONAL EXPERIENCE

Blynt Concepts

April 2024 - October 2024

Digital Marketing Manager

As a Digital Marketing Manager, I am responsible for developing, implementing, and managing marketing campaigns that promote the company's products and services. I was playing a crucial role in enhancing brand awareness within the digital space, driving website traffic, and acquiring leads/customers. I oversee the digital marketing strategy and execution across various channels, ensuring alignment with overall business objectives

Key Responsibilities :

- Strategy Development
- Campaign Management
- Content creation: aligning with the team for the content that should deliver the brand image
- Analytics and reporting: Monthly sales report, Meta reports, google analytics and oversee the P&L reporting
- Budget Management: Marketing budget across all channels
- Team leadership: lead and monitor the digital marketing team
- Stay Updated on the world new products and strategies
- Creating the Meta ads and Tiktok ads

Samra Lashes

Oct 2023 - Dec 2023

Marketing Consultant

As a Marketing Consultant, develop and implement strategic marketing initiatives tailored to their unique goals and target audiences. Drawing on my expertise in market research, branding, I provide customized solutions to enhance brand visibility, drive customer engagement, and increase market share

Feel22 - Think Digital

Oct 2021 - Mar 2024

Senior Product Manager - Regional

As a Senior Product Manager at Feel22, I lead the strategic development and lifecycle management of our product portfolio, ensuring alignment with business objectives and customer needs. Leveraging market insights and cross-functional collaboration

Feel22 - Think Digital

Mar 2022 - Sep 2023

Senior Marketing Executive - Egypt

Key Responsibilities:

- Strategic Planning: Developed and executed marketing strategies that align with business objectives and driving growth.
- Campaign Management: Led digital marketing campaigns and event marketing
- Market Analysis: Conducted in-depth market research and competitive analysis to identify new opportunities and inform strategic decisions.
- Budget Management: managing the marketing budget across channels
- Performance Tracking: Utilized data analytics and key performance indicators (KPIs) to measure and report on campaign performance, making data-driven recommendations for optimization.
- Media Buying management across platform: Meta, tiktok and google ads
- Influencers Program: Creating an influencers program and tracking its performance

Feel22 - Think Digital

Mar 2021 - Oct 2021

Senior Marketing Executive - Lebanon

Key Responsibilities:

- Strategic Planning: Developed and executed marketing strategies that align with business objectives and driving growth.
- Campaign Management: Led digital marketing campaigns and event marketing
- Market Analysis: Conducted in-depth market research and competitive analysis to identify new opportunities and inform strategic decisions.
- Budget Management: managing the marketing budget across channels
- Performance Tracking: Utilized data analytics and key performance indicators (KPIs) to measure and report on campaign performance, making data-driven recommendations for optimization.
- Media Buying Management across channels: Meta, tiktok and google ads.

Feel22 - Think Digital

Feb 2019 - Mar 2021

Operations Team Lead

Leading a dynamic team, I ensure the efficient execution of logistics, inventory management, and order fulfillment processes to meet customer expectations and uphold service excellence.

EDUCATION & CERTIFICATIONS

Bachelor of Business Administration

Majors: General Business

University: USJ

Masters of Business Administration

Major: Marketing

University: France Tours & USJ

LANGUAGES

French

Arabic

English