

Sharbel Nahhas

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Professional Summary

A passionate and skilled digital marketing professional with 4+ years of experience in social media strategy, advocacy campaigns, and community engagement. Proven expertise in managing B2B and B2C campaigns, analyzing data to optimize performance, and creating impactful, multilingual content for diverse audiences. Excels in working remotely with cross-functional teams, driving brand awareness, and supporting growth through innovative marketing strategies.

Core Competencies

- Regional Marketing Strategy Development
 - Digital Campaign Management
 - Multichannel Content Creation (Social Media, Email, Websites)
 - Event and Webinar Coordination
 - Fluent in Arabic and English
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Professional Experience

Social Media Coordinator

SAT-7, Mansourieh, Lebanon (Remote Freelance)

Dec 2022 – Nov 2024

- Designed and executed advocacy-focused digital marketing campaigns, promoting social justice and gender equality across multiple platforms.
- Developed audience-centric content strategies to increase engagement by 35% year-over-year.
- Collaborated with regional teams in Lebanon and Egypt to ensure content alignment and impactful communication.
- Monitored campaign performance and used insights to refine future strategies, improving ROI on digital initiatives.

Communication Coordinator

RCB (NGO), Baabda, Lebanon (Freelance)

Sept 2020 – May 2022

- Led digital content creation and community outreach efforts, supporting fundraising and awareness campaigns.
- Successfully implemented donor engagement strategies, enhancing visibility for gender-focused initiatives.

Communication Administrator

Learning Support Project (NGO), Baabda, Lebanon

June 2020 – May 2022

- Oversaw documentation and communications for scholarship programs, ensuring compliance with organizational goals.
- Coordinated educational outreach, fostering inclusivity and community support.

Founder

WellnAss – Wellness Platform

Jan 2023 – Present

- Built a wellness-focused platform, managing digital marketing, content creation, and event planning to engage diverse audiences.
- Demonstrated leadership in community-driven initiatives, emphasizing empowerment and connectivity.

Education

B.A. in Interior Architecture

Lebanese University, Lebanon | June 2019

Technical Diploma in Interior Architecture

C.I.T., Lebanon | June 2015

Certifications

- **Google Digital Marketing Certification**
 - Branding and Marketing Essentials
 - Networking and Communication Skills
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Technical Skills

- **Design Tools:** Canva, Adobe Photoshop, Adobe Illustrator, AutoCAD
 - **Office Software:** Microsoft Word, Excel, PowerPoint
 - **Marketing Platforms:** Google Analytics, Meta Ads Manager
 - **Languages:** Fluent in Arabic and English
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