

Rawan Mokdad

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Beirut, Lebanon

SOCIAL MEDIA SPECIALIST

Enthusiastic and detail-oriented individual with strong data analysis skills and a passion for digital marketing. Seeking to join a marketing team to help create and manage successful digital campaigns.

KEY COMPETENCIES

Content Creation
Analytics
Ad Serving

Social Media Strategy
Communication
Marketing Campaigns

SEO
Digital Marketing
Social Media

TRAINING

Digital Marketing Workshop

May - Present

Conducted by Joseph Yaacoub with the Nawaya Network.

Learned essential digital marketing skills, including:

- Social media strategy and content planning
- Search Engine Optimization techniques
- Email marketing campaign creation
- Data analysis using Google Analytics
- Facebook, Instagram, Snapchat, TikTok, and LinkedIn.
- Practical experience through hands-on project and teamwork

Employment Hub Program

March - April 2024

UNICEF Lebanon's Generation of Innovation Leaders Program Implemented by The Nawaya Network.

Accomplishments:

- Underwent online soft skills and employability training sessions.
 - Participated in interactive sessions designed to enhance employability skills including communication, teamwork, and problem-solving.
 - Received personalized career coaching sessions from a mentor, facilitating my professional development and goal attainment.
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CERTIFICATES

Digital Marketing Foundations

LinkedIn Learning

Search Engine Optimization

National Association of State Boards of Accountancy (NASBA)

LANGUAGES

Arabic
Native

English
Fluent

French
Fluent
