

# Rana Badine

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## SUMMARY

A seasoned marketing and communication professional with a wealth of knowledge in developing creative, customized solutions that meet a wide range of client needs. I am passionate about marketing and communication, and I have a thorough awareness of the latest approaches and trends. Committed to producing measurable, outcome-focused strategies, I specialize at generating revenue growth, increasing brand visibility, and exceeding client expectations using data-driven insights and creative approaches.

## KEY COMPETENCIES

- Skilled in conducting extensive research into emerging content strategies, creative marketing tools, and complex techniques in social media, while actively monitoring and evaluating market trends to foster informed decision-making and strategic initiatives.
- Proficient at rebranding, reviewing UX/UI content, and creating interesting materials such as blogs, newsletters, and landing sites.
- Expertise in ideating, planning, and executing impactful marketing campaigns across various digital channels.
- Adept at establishing and sustaining robust relationships with clients, engaging online communities and increasing brand presence.

## PROFESSIONAL EXPERIENCE

**Digital Marketing Specialist and Social media Handler**, Morph Collective | Beirut, Lebanon *July 2024-Present*

- Developing and implementing content strategies for numerous platforms, including compelling blogs, email newsletters, landing pages, corporate profiles and portfolios that align with brand goals, improved SEO performance, and enhanced audience engagement.
- Designed, automated, and evaluated targeted email marketing campaigns with MailChimp which enhanced audience engagement and communication and increased email campaign conversion rates by 20%.
- Led the conception, planning, and implementation of compelling digital marketing campaigns suited to business goals resulted in a 10% increase in engagement.
- Managed platforms, developed engaging content, engaged with communities, and utilized analytics to increase brand loyalty, resulting in a 30% increase in the social media audience and a 20% increase in engagement rates.
- Employing performance analysis, data-driven marketing tactics, and focused enhancements that raised engagement and revenue.
- Increased growth and conversions by offering strategic marketing, content, and customer engagement consulting services.
- Conducted comprehensive UX/UI content assessments, ensuring clarity, usability, and consistent brand voice across interfaces, resulting in a 5% increase in user engagement.

**Marketing Executive**, Nascode | Beirut, Lebanon

*August 2022-July 2023*

- Conducted extensive competitor analysis and market trend research, identifying key opportunities that supported strategic decision-making and resulted in a rise in market share.
- Developed and executed marketing strategies targeted to the demands of the target audience, managing a portfolio of 25 clients, resulting in a 15% increase in customer interaction, a 10% increase in website traffic.
- Established and managed content schedules for 25 clients, guaranteeing consistent and captivating messaging across all channels, resulting in an increase in audience engagement.

- Handled community engagement campaigns and publishing schedules for a portfolio of 25 clients, which led to a 20% increase in brand interaction rates and increase in followers.
- Identified and collaborated with key influencers resulted in a 40% increase in brand reach and a 20% increase in social media followers.
- Implemented focused marketing techniques that raised digital engagement by 10% and online sales by 15%.

#### **Marketing Executive, The Net Global | Beirut, Lebanon**

*2022-2023*

- Carried out mystery calls to obtain in-depth details on pricing and offers, leading to the development of thorough competition mapping reports that offered insightful information for strategic decision-making.
- Created and managed a monthly content calendar for an internal private account, carefully planning and scheduling content which boosted internal engagement by 10%.
- Developed monthly engaging social media content by creating and editing reels and eye-catching photos, resulting in an increase in follower engagement on the official Instagram account.

#### **Freelancer Marketing Specialist**

*June 2022-October 2022*

- Provided data-driven insights to improve market positioning and strategy refinement by delivering competition mapping studies across psychology, architecture, and real estate sectors.
- Successfully led a thorough rebranding process that included brand planning, purpose articulation, and mission and vision development, resulting in a greater cohesive brand identity and higher market awareness.
- Conducted in-depth SWOT analyses tailored to each client, identifying key weaknesses and threats, resulting in actionable strategies for improved performance.
- Formulated and maintained monthly content schedules, editing over 3 Instagram reels per month, resulting in a 5% boost in engagement via seamless execution with Business Suite Manager.
- Generated a thorough budget and ROI report for client presentations, offering insights that served to boost customer satisfaction and budget efficiency by 10%.
- Designed yearly marketing plans with SMART goals, which enhanced the performance of campaigns by 20% and guaranteed alignment with business growth goals.

## **CERTIFICATES**

#### **Digital Marketing Foundations and eCommerce, Amideast | Beirut, Lebanon**

*2024*

- Google certified

#### **Google Ads, Amideast | Beirut, Lebanon**

*2023*

- Google certified

## **SKILLS**

**Technical skills:** Photoshop, Illustrator, InDesign, Microsoft Office (Word, Excel, PowerPoint)

**Languages:** Arabic (native), English (Excellent in speaking, reading and writing), French (Intermediate in speaking, reading and writing)

## **EDUCATION**

#### **Notre Dame University Louaize (NDU) | Jounieh, Lebanon**

*2017-2019*

MA in Media Studies

- Thesis on "Framing and the lure of dating among Lebanese adults".

#### **Notre Dame University Louaize (NDU) | Jounieh, Lebanon**

*2012-2015*

BA in Advertising and Marketing

- Dean's Honor list in 2014
- IAA international advertising agencies in 2015