

# JOELLE SHOUMAN

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## SUMMARY

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Digital Marketing Specialist with a Bachelor's in Marketing and currently pursuing a Master's in Digital Marketing. Skilled in social media management, content creation, and digital marketing strategies. Proficient with CapCut and Canva, with strong communication and organizational abilities. Experienced through internships and freelance work.

## EXPERIENCE

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### Freelance Marketer

Feb 2024 –  
Present

- Manage social media accounts on Instagram, Snapchat, and TikTok (current pages: @rubyftounimakeup on TikTok & @rubyftounimua on Snapchat).
- Capture and edit client content into engaging videos using CapCut.
- Generate content for clients using Canva.

### Digital Marketing Intern

NokNok Groceries, Lebanon

Nov 2023 – Feb  
2024

- Created engaging content for the app's blog and newsletters, enhancing user engagement and retention.
- Collaborated on optimizing email marketing campaigns.
- Compiled and delivered weekly reports on performance metrics including order volumes, sales revenue, user acquisition, and engagement.
- Oversaw and refined the app's visual aesthetics, ensuring a cohesive user experience.

### Marketing Intern

Bardawil Specialties, Qatar

Aug 2022 – Oct  
2022

- Created compelling and valuable content to attract and engage target audiences.
- Developed content strategies and conducted audience research to effectively communicate the brand's message.

## EDUCATION

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### Masters in Digital Marketing

Antonine University

Feb 2024 -  
Present

### Bachelor of Business Administration - Marketing

Lebanese University

Oct 2020 – July  
2023

## High School Diploma

Sep 2004 – June  
2019

Ras Beirut International School

## CERTIFICATES

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### Digital Marketing

Dec 2022 – Jan 2023

CIS College

- Analyzed and interpreted data related to website traffic, user engagement, conversion rates, and KPIs.
- Became Knowledgeable with Ads Manager platforms such as Facebook Ads and Google Ads to create online advertising campaigns.

## SKILLS

- Fluent in English and Arabic
- Knowledgeable in Microsoft applications
- Strong social skills
- Effective communicator
- Highly organized and time-oriented
- Experienced with CapCut and Canva