

# Azzah Moghrabi

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## CAREER SUMMARY

Dynamic and creative Communication and Social Media Specialist with over three years of experience in enhancing brand presence and engaging diverse audiences through strategic content creation and multi-platform communication campaigns.

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## SKILLS AND STRENGTHS

- **Strategic Planning:** Demonstrated ability to develop and execute comprehensive social media strategies aligned with organizational goals and target audience preferences.
  - **Content Creation:** Proficiency in creating compelling and engaging content across various platforms, including written, visual, and multimedia formats, to drive audience engagement and brand awareness.
  - **Analytics and Reporting:** Experience in using analytics tools like Google Analytics, Facebook Insights, Twitter Analytics, etc., to track and measure key performance indicators (KPIs) such as reach, engagement, conversion rates, etc., and generate reports to evaluate campaign effectiveness.
  - **Creativity and Innovation:** Ability to think creatively and stay updated on emerging trends, technologies, and best practices in social media marketing, and innovate strategies to stay ahead of the curve and drive results.
  - **Multi-tasking:** Met visual design deadlines on overlapping projects in fast-paced agency environment; used project management apps like Basecamp and Trello to keep organized.
  - **Social Media Advertising:** Knowledge of social media advertising platforms such as Facebook Ads Manager, Instagram Ads, LinkedIn Ads, Twitter Ads, etc., including experience in creating and managing ad campaigns, targeting specific audience segments, and optimizing ad performance.
  - **Social Media Platforms:** Proficiency in using various social media platforms such as Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, etc., including knowledge of their features, algorithms, and best practices.
  - **Strong Communication Skills:** Encompassing verbal, written, and active listening abilities. They excel in adapting communication styles to diverse audiences, resolving conflicts diplomatically, and articulating ideas clearly and concisely. Additionally, effective communication fosters collaboration, relationship-building, and goal achievement
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## PROFESSIONAL ACCOMPLISHMENTS

- Increased Instagram engagement by 40% within three months through the implementation of targeted content strategies, influencer partnerships, and interactive campaigns, resulting in a significant rise in brand visibility and customer interaction.
- Developed and implemented a comprehensive social media strategy for a startup company, resulting in a 200% increase in website traffic and a significant boost in engagement metrics across all platforms. By leveraging data analytics and market insights, the strategy effectively targeted key

demographics and optimized content for maximum impact, driving tangible business results and establishing the brand as a market leader within its niche.

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## **WORK HISTORY**

### **Communications Trainer**

#### **Freelancer**

#### **July 2023 - Present**

Designing and facilitated interactive workshops tailored to the needs of various teams - Developing customized materials focusing on content creation, audience analysis, effective communication techniques, Non-Violent Communication, Communication Skills etc.... - Training teams to enhance engagement and improve overall performance in their communication efforts.

### **Public Relations and Social Media Consultant**

#### **Freelancer, Lebanon**

#### **December 2022 - Present**

Providing strategic guidance on public relations and social media management for various clients - Creating and implementing social media strategies to increase brand awareness and engagement- Conducting audience analysis to tailor content and improve outreach effectiveness.

### **Social Media Manager**

#### **Espace Caffe, Aley, Lebanon**

#### **July 2020 - November 2022**

Managed social media accounts, crafting content that resonated with target audiences - Developed and executed social media campaigns to boost brand presence and customer engagement - Analyzed social media metrics to refine strategies and improve performance.

### **Sales Executive**

#### **Dr. Pierre Ricaud, Beirut, Lebanon**

#### **May 2019 - July 2020**

Engaged with customers to provide exceptional service and promote products - Developed sales strategies that increased customer retention and sales volume - Assisted in marketing initiatives to enhance brand visibility and reach.

## **EDUCATION**

Bachelor Degree in Public Relations and Corporate Communication, Graduation Year (2021), Lebanese University, Beirut Lebanon.

Master Degree in Corporate Communications, (2021- Present), Lebanese University, Beirut Lebanon.

## **VOLUNTEERING:**

### **Communications Consultant at WOSM**

As a Communication Consultant at the World Organization of the Scout Movement (WOSM), my primary role is to enhance internal and external communications to support the organization's mission and strategic objectives. This involves developing and implementing communication strategies, managing media relations, creating engaging content, and facilitating effective communication among various stakeholders.

### **Communication / Messaging Team member (JOTIJOTA 2024)**

As a Communication and Messaging Team Member for JOTA-JOTI 2024, my primary role is to support the event's communication efforts by developing and executing strategies to engage participants and promote the event globally. You will work closely with other team members to ensure consistent and effective messaging across various platforms, enhancing the overall participant experience, create engaging and informative content for various communication channels, including social media, email newsletters, and the event website, develop promotional materials such as graphics, videos, and info graphics to enhance visibility.