

# Mona Rahal

Beirut, Lebanon

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## EDUCATION

### Lebanese American University (LAU) - Beirut, Lebanon

June 2023

Master of Business Administration MBA

(Achieved a GPA of 4.0)

Important courses: Digital Marketing & Marketing Management

### Lebanese International University - Beqaa, Lebanon

June 2018

BS in Business Administration in International Business Management

## WORK EXPERIENCE

### Self-employed

2022 - Present

Freelance Social Media and Marketing Specialist

- Developed and executed social media strategies to enhance brand presence and drive engagement across various platforms.
- Created and optimized content including logos, visuals, and marketing materials, ensuring alignment with brand identity and objectives.
- Applied photography and visual design skills to produce high-quality, compelling multimedia content.
- Implemented data-driven strategies to boost social media performance and increase follower growth.
- Provided strategic consultation and performance analysis to continuously improve client marketing efforts and achieve measurable results.

### Unigaz Group – Beirut, Lebanon

Oct. 2023 – Jan. 2024

Regional Marketing and Communication Internship

- Supported the planning and execution of integrated marketing campaigns. I developed end-to-end communication plans, determining the internal and external communication of marketing campaigns, both at local and regional levels, this involved coordinating both online and offline marketing initiatives.
- Managed social media platforms, engaging with customers, and responding to inquiries, specifically Instagram, Facebook, LinkedIn, and X.
- Assisted with social media content creation for several platforms, specifically Instagram, Facebook, LinkedIn, and X. I curated and produced compelling social media content for multiple entities (Lebanon, Dubai, KSA, Qatar, Iraq) overseeing the entire process from conceptualization to design and execution:
  - Led collaborative brainstorming for innovative social media content, aligning with marketing objectives and developing content themes, narratives, and messaging strategies.
  - Formulated comprehensive content calendars, conducted market research, and analyzed competitors for strategic planning and staying abreast of industry trends.
  - Facilitated seamless collaboration with cross-functional teams.
  - Provided creative direction to graphic designers, ensuring visuals adhered to brand guidelines, and reviewed design drafts for enhanced visual impact.
  - Managed content execution for timely delivery across platforms and conducted post-campaign analyses.
- Led the creation of compelling email content and structure using Mailchimp. This encompassed crafting engaging copy, designing layouts, and ensuring effective communication in email campaigns to optimize audience engagement and response.

- I authored articles that delved into the details of various projects, partnerships, and milestones. Additionally, I contributed comprehensive blog content to our website, offering in-depth insights and valuable information for our audience.

#### **Lebanese American University (LAU) - Beirut, Lebanon**

Sept. 2022 - June 2023

Graduate Assistant to the Hospitality and Tourism Management Department Chair at the Adnan Kassar School of Business (AKSOB).

- Assisted with various administrative tasks, including organizing schedules, managing correspondence, coordinating meetings, handling data entry responsibilities, and actively contributed to the development of quizzes.
- Provided support to faculty by assisting with their research endeavors across various industries, including hospitality and medical technology. Tasks included literature reviews, data collection, analysis, and other research-related activities.
- Assisted in teaching undergraduate courses like Hospitality and Tourism Management, including grading exams and leading discussion sections.

#### **Sabeel Arrashad School - Beqaa, Lebanon**

Sept. 2019 - July 2021

Accountant – Administrative Coordinator

- Organized and managed school finances and all elements of cash handling.
- Monitored income and expenditure concerning the school's budget.
- Acted as a liaison between clients & staff, following through with the resolution of guest complaints.

#### **WORKSHOPS AND CERTIFICATIONS**

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- **Certificate: Foundations of Digital Marketing and E-commerce by Google.** Started 2024
- **Certificate: SEO Foundations from LinkedIn.** Where I explored the basics of SEO, including how to read a results page and see how rankings affect businesses, how to conduct keyword research and optimize pages and content. February 2024
- **Certificate: Digital Marketing Foundations from LinkedIn.** Learned how to promote a brand or business effectively online and develop a targeted marketing strategy that engages potential customers across the digital landscape. January 2024
- **Certificate: Social and Behavioral Responsible Conduct of Research from CITI Program.** March 2023
- **Certificate of attendance in Schema Zone's webinar "Digital Marketing Skills You Don't Learn At School".** 2022

#### **SKILLS**

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**Technical:** Excellent working knowledge in Microsoft Office (Word, Excel, PowerPoint).

**Languages:** Fluent in English and Arabic.

**Business:**

- Media Planning & Integrated Marketing Communications (IMC)
- Social Media Management & Optimization (SMO)
- Cross-Channel & Digital Marketing
- Brand Management
- Excellent Writing & Communication Skills
- Collaborative Team Player

**Additional Skills:**

- Professional Photography: Experienced in capturing high-quality images to support marketing and branding efforts.
- Visual Design: Proficient in creating and editing visual content using Canva and other design tools.