

Krystel El Koussa

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Summary

Freelance Content Creator / Award Winning Filmmaker with a passion for bringing creative projects to life. With a strong 5 years + experience in coordinating and overseeing all aspects of video production, I thrive in fast-paced environments. Passionate about social media and content creating, I am a strong visual storyteller, excellent at communication and teamwork and able to meet tight deadlines.

Experience



Freelance Writer

WebMD

Mar 2024 - Present (1 year)

- Created compelling blog posts that resonated with people who have Myasthenia Gravis, increasing engagement by 24% by sharing personal journey and insights.
- Ensured timely delivery of content by adhering to the Editor's deadlines, maintaining a consistent publication schedule.
- Maintained objectivity and accuracy when discussing medications and doctors, enhancing the credibility and trustworthiness of the content.



Production Coordinator

Reel FX Animation

Jan 2024 - Dec 2024 (1 year)

- Managed the Assets Departments, overseeing Modeling, Rigging, Surfacing, and Environments/Set Dress, ensuring efficient workflow and adherence to production schedules, resulting in timely project completion.
- Documented key points in meetings and transferred them to clients, maintaining clear and effective communication, enhancing client satisfaction.
- Assisted in budgeting and scheduling, contributing to weekly reports and ensuring timely project completion, reducing project delays.



Filmmaker | Photographer | Editor

Krystel Koussa Photography

Dec 2014 - Jul 2022 (7 years 8 months)

- Created tailored social media content using a DSLR camera, enhancing brand engagement by 35% by leveraging visual storytelling.
- Selected and reviewed the best takes from video shoots, ensuring high-quality output for platforms like Facebook and Instagram.
- Edited videos with Adobe Premiere Pro and CapCut, delivering polished and engaging content that aligned with brand strategy.



Social Media Specialist / Product Photographer

Lots Of Love Lebanon

Jan 2013 - Dec 2020 (8 years)

- Produced high-quality product visuals using a DSLR camera, enhancing brand engagement by 35% through compelling visual storytelling.
- Developed and brainstormed marketing content ideas for social media platforms using Canva and Capcut, increasing seasonal sales with targeted strategies.
- Managed social media accounts including Instagram and Facebook, improving page content, keyword relevancy, and branding to achieve SEO goals and generate interest for products and services.

Education



Holy Spirit University of Kaslik - USEK

Bachelor of Arts - BA, Cinematography and Film/Video Production

2014 - 2017

Excellence scholarship; Graduated with Distinction.



Ecole Secondeire des Filles de la Charité-Achrafieh

Lebanese Baccalaureate part II, Literary Section

1999 - 2014

Graduated as Valedictorian.

Licenses & Certifications



Foundations of Digital Marketing and E-commerce - Google

P6BY1UB10WI7



Marketing on Instagram - LinkedIn



Google Ads Essential Training - LinkedIn

Skills

Writing • Web Content Writing • Film Production • Canva • Search Engine Optimization (SEO) • Social Media Marketing

Honors & Awards

Winner of the Photography Competition of La Nuit Des Musées 2018 - Lebanese Ministry of Culture



Audience Choice Award for Best Short Film - Lebanese Film Festival in Canada

Sep 2019

Audience Choice Award for Best Short Film - REVL Film Fest

Apr 2020