Layal Al-Kibbi
Social Media Managemer

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I've honed a wide range of skills in the social media industry through my freelance work with small to medium-sized businesses, managing their social presence from strategy to execution. I've developed advanced storytelling abilities, creating compelling content that engages audiences, along with designing eye-catching posts, editing social media videos, and building full brand identities online.

WORK EXPERIENCE

Freelance Social Media Manager
The Web District

01/2024 - Present

Achievements/Tasks
- Launched websites and developed brand identities for **10+ businesses** in diverse industries.
- Increased engagement on Linkedin up to 2200%
- Created & edited reels and social media videos
- Achieved more 320k + views on TikTok & Instagram

Associate BI & Data Analyst
AUBMC

07/2022 - 08/2023

Achievements/Tasks
- Developed insights through **Business Intelligence** for medical and financial data to drive decision-making.
- Collaborated with key stakeholders to deliver analytical reports on **hospital trends**.
- Gained expertise in handling large data sets and translating them into actionable insights.

EDUCATION

Photography Art Professional
Fine Art Photography Academy

01/2025 - Present

American University of Beirut
Bachelor of Engineering in Computer & Communications Engineering

09/2018 - 05/2021

American University of Beirut
UI/UX Design Diploma

01/2024 - Present

SOFT SKILLS

Open to Change · "Can do" spirit · Team Player · Presentation · Ability to deliver results · Time-management · Goal-driven · Creative

ACHIEVEMENTS

Achieved engagements & conversions for clients on LinkedIn, Instagram, Tiktok & Facebook

Crafted content that matches brand identity for 8+ businesses

Received stellar reviews & feedback

Managed social media brand accounts for real estate brands, lawyers, tech companies, & hospitality.

SKILLS

Skill	Rating
Content creation & Design	●●●●●
Figma	●●●●○
Social Media Planning	●●●●●
Media Buying	●●●●○
Branding	●●●●○
Photography & Videography	●●●●○
Video Editing	●●●●○

SKILLS AND INTERESTS

Web Design · Wordpress · Web Development · Figma design · Post Design · Social Media management · Marketing · Branding