

Dania El Masri

Languages: Arabic (Native), English (Fluent), Chinese (Fluent), Turkish (Conversational)

Location: Beirut, Lebanon | Email: ugcwithdania@gmail.com Phone: +961 78 934 838

Professional Summary

Strategic Content Creator & Business Development Specialist with 5+ years of international experience across the Gulf, Turkey, and China. Proven ability to create engaging, high-performing video content that drives client engagement, lead generation, and organic sales—especially in real estate and B2B industries. Skilled at combining creative storytelling with commercial strategy, backed by a strong background in sales, partnerships, and cross-cultural communication. Adept with video editing tools, AI platforms, and building content funnels that support revenue growth.

Professional Experience**Senior Real Estate Consultant & Content Strategist**

Nevita Real Estate | Concept Billion – Istanbul, Turkey | Apr 2022 – Feb 2025

- Produced high-impact video content to showcase luxury real estate projects, increasing organic lead generation and online engagement.
- Worked on social media content, visual assets, and investor pitch materials tailored for international clients (GCC, China, Russia).
- Represented and sold high-end residential project over 3 million \$ (Sea Pearl Project & Invest Vadi)
- Advised high-net-worth individuals on real estate investments while managing client communications and partnerships.
- Coordinated closely with agents, lawyers, and developers—ensuring smooth client journeys, including for citizenship-based investment deals.

Online Exhibition Project Manager (Remote)

China Homelife – Sep 2020 to Mar 2022

- Managed online exhibitions connecting 5000+ Chinese suppliers with Arab buyers across the Gulf region.
- Scheduled, moderated, and translated Zoom meetings between suppliers and buyers, facilitating successful trade discussions.
- Provided post-meeting reporting and analysis for Chinese executives and teams.
- Trained a team of 10 sales staff on product knowledge, client communication, and deal handling.
- Maintained clear communication and follow-ups with all parties despite time zone and language differences.
- Succeeded the target deals of buyers attending exhibition and ordering as well.

Marketing & Business Development Executive

Red Sand Falcon LLC, Oman – Sep 2019 to Sep 2021

- Created and managed the company's website, including all written, visual, and video content.
- Produced social media videos and photo content tailored to attract B2B clients in the oil and gas sector.
- Built and maintained strong business relationships with key oil and gas companies in Oman and the Gulf.
- Facilitated partnerships for workforce training programs and negotiated labor agreements at the executive level.
- Contributed in creating sales pipeline for the company.
- Led content creation for pitch decks, explainer videos, and company presentations to support the sales pipeline.

Key Skills

- Content Creation for Organic Lead Generation
- Social Media Strategy & Visual Storytelling
- B2B Sales & Business Development
- Cross-Cultural Communication & Client Engagement
- Strategic Partnerships & Team Coordination
- Multilingual: **Arabic, English, Chinese (Mandarin), Turkish**
- Video Editing & Production (**CapCut, Adobe, AI tools**)

Education

Bachelor Degree of Business Administration, Banking & Finance (Honors list)
Beirut Arab University, Beirut Lebanon | August 2016 - June 2019

Chinese Language & Literature / Jinan University, Guangzhou China | 2014

Certifications TESOL/TEFL Certificate , IELTS Certificate