
TALA DIB

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PROFESSIONAL SUMMARY

Creative and strategic digital marketer with a focus on social media management, content creation, and audience engagement. Helping brands connect with their audiences.

WORK HISTORY

Content planner (07/2024 – Present)

Webedia Arabia – Beirut Lebanon

- Planned, created, and scheduled content across multiple platforms, including Meta, X (Twitter), YouTube, and TikTok.
- Developed creative ideas for Reels and YouTube videos to enhance audience engagement.
- Wrote compelling captions for posts across various social media platforms.
- Posted interactive stories to maintain active engagement with followers.
- Stayed up to date with the latest social media trends and best practices, incorporating them into content strategies to drive engagement and reach.
- Participated in video shoots, supervised production, and ensured alignment with content strategy and brand guidelines.
- Coordinated with the production team to assist with video editing and other post-production tasks.
- Optimized content with SEO strategies for better visibility and growth.
- Created innovative, impactful campaigns for top brands using strategic content and market insights to drive engagement and loyalty.

Community Manager (07/2024 – Present)

Simly App – Lebanon

- Interacted with followers and engaged with the community on TikTok, X (Twitter), and Meta.
- Managed and responded to comments and direct messages to foster positive relationships with users.

Content Creator (11/2023 – Present)

Cosmaline -Lebanon

- Created and moderated user-generated content across various platforms.

Content Creator and Social Media Manager (09/2023 – 03/2024)

Sitndipkousba / Zingerandbarbecuelebanon -Lebanon

- Created and scheduled engaging social media content across various platforms.
- Developed and implemented a comprehensive social media strategy to increase brand visibility and engagement.
- Stayed up to date with the latest social media trends and best practices, incorporating them into content strategies to drive engagement and reach.
- Collaborated with external partners for content creation, campaigns, and promotions.
- Edited pictures and videos and filmed content independently to maintain quality and creative control.

Marketing coordinator (12/2023 – 01/2024)

Hultprize Lebanese University -Lebanon

- Developed marketing plans to support department strategies.

- Worked collaboratively with vendors to complete projects according to schedule and specifications.
- Created professional business correspondence, spreadsheets and presentations.
- Coordinated meetings between project members and clients to develop ideas, discuss progress and set goals.

SKILLS

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|--|------------------------------|
| • Editing Tools | • Social media strategies |
| • Microsoft Office (Word, Excel and PowerPoint) | • Digital content generation |
| • Website development (HTML, Database SQL, PHP, CSS, JS) | • Project support |
| • Digital marketing | • Meeting coordination |
| • Client relations | • Business communications |

EDUCATION

Masters in Marketing (2023 – 2024)

Bachelor of Business Administration in Marketing (2020-2023)

Lebanese University -Lebanon

Lebanese baccalaureate in Economics and Social sciences (2005-2020)

Collège des filles de la Charité Dar-En Nour -Lebanon

ACHIEVEMENTS

Certificate of Completion for Completing a Social Media Management Course (2023)

Great Learning Academy

Certificate of Attendance in Business Development (2021)

Lebanese University

Certificate of participation in the 13th GC LAU Model United Nations (2018)

Lebanese American University

Certificat d'attestation en Gestion amicale des conflits : communication non-violente et mediation (2018)

Université Saint-Joseph

LANGUAGES

- **Arabic** (Native)
- **English** (Fluent)
- **French** (Fluent)
- **Spanish** (Proficient)