

# NOOR ZARAKET

Content Writer

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## EMPLOYMENT HISTORY

### ❖ Freelance Social Media Content Creator

2023 — Present  
Beirut

- Developed creative social media campaigns in Arabic and English, according to client brands needs.
- Increased client engagement by up to 30% through targeted content calendars.
- Collaborated with influencers, boosting campaign reach and brand visibility.
- Produced monthly reports with actionable insights based on analytics.
- Managed daily posting across Instagram, Facebook, and LinkedIn.

### ❖ Corporate Content Creator & Translator, Madi International

2022 — 2024

- Created and managed digital strategies to increase visibility and conversion in the beauty sector.
- Partnered with design and video teams to deliver engaging multimedia content.
- Wrote and translated bilingual campaigns across Arabic and English markets.
- Localized marketing campaigns for regional audiences.
- Utilized CAT tools (MemoQ, Trados) to ensure brand-consistent translations.

### ❖ English Copywriter, Wright Agency

2021 — 2022

- Created bilingual captions, SEO blog posts, and LinkedIn articles for influencers.
- Managed full content calendars for Arab influencers and bloggers.
- Worked closely with clients and digital teams to ensure brand tone alignment.
- Contributed to strategies that improved content engagement and audience retention.

## EDUCATION

### ❖ Al Maaref University

B.A. in Translation and Languages

Jan 2018 — Jan 2022  
Beirut

## SKILLS

Social media strategy & calendar management	Expert	Bilingual content creation & copywriting (Arabic/English)	Expert
Paid campaigns & influencer marketing	Expert	Analytics, reporting & KPI tracking	Expert
Brand voice development & visual storytelling	Expert		

## LANGUAGES

French (Intermediate)      English (Fluent)  
Arabic (Native)

## TOOLS

### ❖ Google Analytics

❖ Meta Ads

❖ Canva

❖ CapCut

❖ Shopify

❖ Trados

❖ MemoQ

## CERTIFICATIONS

❖ Social Media Marketing Certificate

Jan 2023