

Reina Sbeity

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EDUCATION

Lebanese University

Bachelor of Arts in Advertising & Marketing Communications

Beirut, Lebanon

Sept 2019 - Jul 2022

EXPERIENCE

Dream Team MENA

Social Media Specialist & Team Leader

Beirut, Lebanon

Sept 2022 - Present

- Maintained daily communication with clients to ensure alignment on goals, deliverables, and feedback
- Developed and managed detailed social media content calendars across multiple platforms
- Scheduled and published engaging content on Instagram, Facebook, and TikTok
- Created and monitored paid ad campaigns tailored to platform-specific audiences (Meta Ads, TikTok Ads)
- Coordinated with the social media team to ensure timely content delivery and performance optimization

Media Solutions

Account Manager

Beirut, Lebanon

Sept 2021 – Jun 2022

- Engaged directly with clients to understand their needs and ensure tailored solutions were delivered
- Collaborated cross-functionally with internal teams to streamline and support client service delivery
- Created compelling written and visual content aligned with brand identity and boosted audience engagement
- Managed social media platforms, including planning, publishing, and performance tracking to enhance online presence

iBrand Advertising

Copywriting & Graphic Design Intern

Beirut, Lebanon

Sept 2020 – Nov 2020

- Assisted in crafting compelling copy for social media, website content, and ad campaigns
- Designed visual assets aligned with brand guidelines using Canva

ADDITIONAL INFORMATION

- Languages: English (C2); Arabic (C2)
- Technical Skills: G Suite, Advanced Excel & PowerPoint, Canva, Meta Ads Manager
- Creative & Communication Skills: Copywriting, Content Creation, Social Media Management
- Other Competencies: Event Planning, Project Coordination, Client Communication