

Karen Khalifeh Farshoukh

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Professional Summary

Creative and detail-oriented Marketing & Design Officer with over 2 years of experience in visual branding, content creation, and digital marketing. Proven ability to lead design direction, manage cross-platform content, and execute cohesive brand strategies for both local and international markets. Skilled in graphic design, content production, social media management, and print coordination. Passionate about delivering engaging visuals and strategic communication across digital and physical platforms.

Experience

Café Younes SAL

Marketing & Design Officer

Nov 2022 – Present

Café Younes (Lebanon)

- Lead creative direction and graphic design for social media, menus, packaging, and in-store visuals.
- Oversee photoshoots for campaigns and branch displays, ensuring brand consistency.
- Manage all print production needs including signage, promotional material, and packaging.
- Handle visual planning for new and existing branches.
- Create content from concept to filming and editing video content.
- Manage content calendars, posting, and community management for social media platforms.

Black Coffee by Café Younes (Dubai)

- Manage and create content for the brand's social media platforms.
- Design packaging, menus, and other branded materials tailored to the Dubai market.
- Coordinate visual branding across digital and physical platforms in alignment with local brand strategy.
- Handle posting schedule and community management on all platforms.

Freelance Graphic Designer

2019 – Present

- Create visual content for digital and print use including logos, brochures, menus, posters, and social media posts.
- Develop brand identities by selecting appropriate visual elements to effectively communicate brand messages.

Voice Dream LLC – Telemarketer

Dec 2020 – July 2021

- Conducted daily cold calls and built a sales pipeline.
- Handled objections with professionalism and persuasion.

American University of Beirut Medical Center – Volunteer

July 2017

- Greeted patients and guided them within the medical facility.

Ahla Fawda – Volunteer

May 2017

- Assisted guests and directed foot traffic during festival events.

Education

Graphic Design – CIS College

April 2022 – August 2022

Business Finance – Lebanese University

2019 – 2022

Baccalaureate – Saint Mary's Orthodox College

Skills

- Graphic Design (Adobe Creative Suite)
- Content Creation & Social Media Management
- Photography & Editing
- Brand Identity Development
- Print & Digital Design
- Visual Strategy & Creative Direction
- Time Management & Teamwork
- Communication Skills