



Charlene Semaan

SENIOR SOCIAL MEDIA & DIGITAL MARKETING STRATEGIST

Details

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Skills

Digital Strategy & Marketing:

Campaign Planning, Market Analysis, Content Optimization, Brand Storytelling

Ad Platform Expertise: Meta (Facebook Business & Ads Manager), Google Ads & Analytics (GA4), TikTok, X, LinkedIn

Competitive Intelligence: SEMrush, ahrefs, Similarweb, Meltwater, Pulsar, Brandwatch

Content & Communications: Copy Optimization, Multi-channel Campaign Management, Countering Mis/Disinformation

Outreach & Data Sourcing: RocketReach, Mailchimp, Mail Merge Tools

CRM & Workflow: Zoho, Hubspot, Asana, Trello, Monday.com

Languages: English (Native), Arabic (Fluent), French (Basic)

Education

Notre Dame University, Lebanon
Bachelor Degree in Advertising and Marketing (2013)

Objective

To apply over **10 years of experience in digital strategy, creative leadership, and multi-market communications** toward delivering high-impact digital programs. Skilled in transforming complex briefs into clear, actionable plans, guiding creative teams, and shaping digital initiatives that enhance brand engagement, inform policy, and support organizational goals across diverse regional and global audiences.

Highlights of Impact

- **Strategic Program Management:** Led digital programs for government clients, including managing a major project with the **FCDO (UK Foreign, Commonwealth & Development Office)** focused on countering terrorism and mis/disinformation through targeted digital strategies.
- **Cross-Channel Marketing Leadership:** Specialized in developing integrated digital marketing campaigns that advance policy awareness, support sustainability goals, and enhance public engagement through creative storytelling and data-informed planning.
- **Mass Awareness & Engagement:** Successfully executed a high-impact social media strategy that achieved a trending hashtag, **#STEP2019**, demonstrating a proven ability to generate widespread organic awareness and conversation.

Work Experience

Digital Team Lead | Digital Strategist IN2 | (MENAT)

September 2022 – October 2025

Promoted to lead the digital department, overseeing strategy, execution, and delivery across multiple government and private-sector accounts. Served as the primary point of contact for digital outputs and ensured alignment between creative work streams, client objectives, and internal project management processes.

- Managed strategic accounts with high-profile governmental clients, including leading digital strategies for organizations where the FCDO (UK Foreign, Commonwealth & Development Office) was the direct client and reporting entity. This included overseeing high-priority projects focused on using digital strategies to counter terrorism and mis/disinformation within hard-to-reach communities.
- Translated complex briefs and MRFs into structured digital plans, coordinating closely with PM teams to manage timelines, workflows, and project performance.
- Oversaw budget allocations for digital campaigns, monitored resource needs, and contributed to RFP development and planning.
- Mentored and guided digital specialists, creatives, BD and MREL team, providing regular feedback, promoting collaboration, and elevating team performance.
- Continuously identified emerging platform features and social media trends to inform content direction and creative recommendations.

Social Media Director | SPARK Publicity | Remote (UAE)
Nov. 2020 – Sept. 2022

Oversaw digital strategy and social media execution across multiple industries, managing client expectations and ensuring the delivery of high-quality content and reporting.

- Acted as the client-facing lead for social projects, providing updates, presenting strategies, and aligning deliverables with campaign goals.
- Directed a team of 15 across four time zones, overseeing content production and promotion to strengthen brand narratives and community engagement.
- Monitored trends, audience insights, and performance metrics to adjust content direction and guide long-term strategy.
- Ensured efficient coordination across teams and maintained oversight on project timelines and content pipelines.

Marketing & Communications Manager | STEP Group | Remote (UAE)
Aug. 2018 – Aug. 2020

Owned the development and execution of multi-channel communications strategies that boosted brand visibility and event attendance across the region.

- Managed content and social media initiatives for STEP Group events and programs.
- Worked closely with program, design and production teams to unify messaging and ensure cohesive cross-channel storytelling.
- Contributed to campaign planning, sponsorship visibility, and community outreach initiatives.

Digital Comm. Specialist & Account Executive | Cre8mania | Lebanon
Jan. 2015 – Jun 2018

Handled digital strategy and execution for a variety of MENA clients, supporting brand development and online visibility initiatives.

- Managed SEO/SEM, content planning, influencer collaborations, and campaign rollouts across multiple platforms.
- Served as a key account contact, coordinating deliverables, aligning team output with client needs, and facilitating smooth project delivery.
- Supported early-stage performance tracking and reporting to guide content refinement and planning.