

Ilham Zalat | 3 Years of Experience in Social Media Marketing

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Lebanese | July 10, 2003
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Social Media Executive with 3+ years of experience managing multi-platform social campaigns across lifestyle, sports, retail, and service sectors. Strong background in content creation, community management, paid social, and performance tracking, with hands-on experience using Meta Business Suite, TikTok, and analytics tools. Agency-minded, fast-paced, and results-oriented.

CORE COMPETENCIES

- Social Media Strategy & Planning
- Paid Social (Meta Ads)
- Content Creation (Static, Reels, Short-form Video)
- Community Management & Engagement
- Campaign Reporting & Insights
- Brand Awareness & Growth
- Influencer & Trend Monitoring

Tools: Meta Business Suite, Instagram, TikTok, Facebook, Canva, CapCut, Adobe Photoshop

Languages: Arabic (Native), English (Fluent), Turkish (Fluent)

EDUCATION

Bachelor of Business Marketing, Lebanese American University, Lebanon **2025**

- **GPA: 3.4 / 4**

WORK EXPERIENCE

Social Media Executive, SSSM Football Agency, Cyprus **Jan 2025 – Present**

- Launched and scaled a new Instagram scouting platform focused on Turkey and Africa markets.
- Planned, created, and scheduled content across Instagram and Facebook to support brand positioning and awareness.
- Produced reels and visual assets using CapCut aligned with campaign objectives.
- Managed community engagement (DMs, comments, stories) to improve interaction and visibility.
- Supported awareness campaigns for player scouting and recruitment initiatives.

Social Media Executive, MarwanJewelry, Lebanon **Sept 2022 – Dec 2024**

- Grew Instagram audience by +3,000 followers through consistent content and engagement strategy.
- Launched and scaled TikTok from zero to 2,000 followers, driving new customer reach.
- Managed Instagram, Facebook, and TikTok content calendars for product launches and campaigns.
- Executed paid social campaigns on Meta, supporting reach and conversion goals.
- Led product photography, video shoots, and post-production for digital platforms.

Content Creator, Antalya Star, Turkey **July 2021 – Aug 2021**

- Built the brand's Instagram presence from the ground up.
- Created promotional content supporting real estate marketing and service offerings.
- Assisted in developing early-stage content strategy to drive brand awareness and lead interest.

- **Freelance Social Media Management (Feb 2025 – Present)**
Managed organic content and paid social campaigns for clients across retail, education, sports, beauty, and services, including:
- **Said Library** **Sia Jewelry (Canada)**