

Joelle Maddah

PR AND SOCIAL MEDIA SPECIALIST

PROFESSIONAL SUMMARY

Results-driven Social Media Executive & PR Communication Specialist with strong experience in content creation, digital marketing, community management and brand storytelling for GCC market.

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EDUCATION

Bachelor Degree in Public Relations and Corporate Communication | 2020-2023

Lebanese University- Faculty on Information

EXPERIENCE

Social Media Content Creator and Copywriter | January 2024 - October 2025

Catalosite-(Helpdose)

- Developed content calendars tailored for medical marketing in GCC.
- Conducted keyword research, SEO optimization, and trend analysis to enhance visibility and improve performance.
- Produced high-quality content including reels, posts, scripts, and captions aligned with brand identity.
- Monitored and analyzed performance metrics to boost campaign results.
- Crafted engaging web content that achieved key marketing objectives.

Content Creator and Community Manager | July 2023 – December 2023

Social Shack

- Managed end-to-end content creation across all social media channels.
- Oversaw community management and enhanced customer experience.
- Coordinated meetings with clients and stakeholders to align communication strategies with marketing goals.

Social Media and Web-TV Intern | January 2023 – April 2023

Annahar News

- Scripted, filmed, and edited engaging social media reels and video content for the platform's digital audience.
- Assisted in content ideation, storytelling, and production for online media formats.

CERTIFICATES AND TRAININGS

- Certificate in Media and Journalism - Annahar Academy.
- Participant in Media and Digital literacy Academy at Lebanese American University.

SKILLS

- Strong On-Camera Presentation Skills ,Verbal and written communication,Public Speaking,Problem Solving and Client Relationship Management.