

PERLA FLOUTY

Contact



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Address
Beirut, Lebanon



Date of Birth
December 18, 1996

Education

2018 - 2020

MA in Interior Architecture.

Holy Spirit University of Kaslik - USEK

Certificates

2024 - **Wolf of Bey Engine Course**

- Ecommerce, Meta Ads, Tiktok ads and private labeling.

2020 - **Udemy - Online**

- Design thinking and communication for business.

2013 - **Saint Charles School**

- 6 months session in Graphic design.

Skills

- Canva
- Adobe photoshop
- Cap cut - Inshot
- Content management
- Google workspace
- Trello - Notion - Asana
- Microsoft office
- Woo commerce - Shopify

Interests

Scouting, photography, DIY, drawing, painting, tennis.

Explore My Work

Perla Flouty Creative Portoflio



Social Media Marketing Coordinator

Experience

● **March 2025 - Present**

Cookmetric - Cooking and Wellness brand

Co-founder - Creative director

- Managing all social media accounts and collaborating with the creative team to deliver the required content.
- Influencer marketing and coordination to deliver UGC content and enhance the product's social proof.

● **September 2024 - Present**

Azar Gems - Fine Jewelry brand

Marketing coordinator - Account Manager

- Planning monthly content calendar aligned with brand strategy.
- Developing campaign ideas for exclusive collections.
- Creating and editing social media content (copy, visuals, videos).
- Organizing photoshoots and assisting the photographer on set.
- Managing the community and engaging with the audience.
- Coordinating monthly with malls to obtain and distribute marketing materials that promote the brand.

● **June 2024 - August 2024**

Create - Communications agency

Account Manager

- Creating monthly content calendars for different clients.
- Communicating with clients and relay information to the team to meet client expectations.
- Assist designers with design direction.
- Planning photoshoots based on mood boards, assist the photographer on set.
- Engaging with customers on social media accounts.

● **March 2024 - April 2024**

Selma Benomar Caftan Dubai - Haute Couture Caftans

Account Manager

- Creating content calendar and managing the entire account for the Ramadan collection on a project basis.

● **November 2023 - January 2024**

L'Occitane Beauty MENA & L'Occitane Café Dubai

Project Manager

- Managing the entire content creation process, from idea to publication.
- Reviewing content to ensure it aligns with brand guidelines.
- Reviewing both Arabic and English copies to make certain they are relatable to the audience in the region.
- Actively communicating with marketing team to meet the company's goals and expectations.

● **June 2022 - May 2024**

Sikasok - Funky socks brand

Social media coordinator - Community Manager

- Planning the month's content calendar.
- Creating and editing engaging content for all social media platforms and website.
- Interacting with community members on internal platforms.
- Working on different collaboration projects with numerous brands.
- Monthly coordination with partner stores to ensure effective communication and accurate promotion of the brand and products.
- Assisting the head designer in new products brainstorming and design.

● **May 2021 - January 2023**

Pin a Piece - Handmade pieces

Founder - Content creator

- Creating headpieces for women and kids as well as bow ties for men.
- Managing the website and all social media platforms.
- Ensuring client satisfaction with the process through effective communication, while actively building a brand community.
- Coordinating with suppliers and partner stores to ensure meticulous care and attention to detail in the production of products.