

RIANNA CHOUCAIR

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EDUCATION

B.A. in Digital Media

Holy Spirit University of Kaslik

September 2022 - December 2025

Lebanese Baccalaureate, Life Science

Notre Dame de Louaize School

July 2022

WORK EXPERIENCE

SOCIAL MEDIA INTERN

Pharmaline - Malia Group

March 2025 - June 2025

- Created engaging social media content (posts, stories, reels) across platforms aligning with brand guidelines and marketing objectives.
- Developed and maintained a monthly content calendar to ensure timely and consistent posting across channels.
- Contributed to the planning and execution of social media strategies to increase brand awareness, audience engagement, and community growth.
- Analyzed key performance metrics (reach, engagement, follower growth) to help optimize future content.

SOCIAL MEDIA INTERN

961

June 2024 - September 2024

- Assisted in developing creative content ideas and strategies for various social media platforms.
- Edited and optimized content (text, images, video) for brand consistency and audience engagement.
- Collaborated with team members to brainstorm, discuss, and refine content ideas.
- Managed and adhered to tight deadlines to ensure timely delivery of campaigns.
- Contributed to increasing audience engagement and improving brand presence on social media.

CONTENT CREATOR

Nature Beats

July 2025 - August 2025

- Create engaging digital content (videos, posts, captions) tailored to target audiences
- Develop creative concepts and scripts for social media platforms
- Edit and optimize content for clarity, quality, and brand consistency

TRANSLATOR (FREELANCE)

Field & Tabs MENA / NielsenIQ

September 2023 - Present

- Provided real-time translation during live qualitative research sessions conducted via Zoom and Microsoft Teams,
- Translated written research materials, including discussion guides, participant responses, and moderator notes, between Arabic and English, on cross-sector projects, including retail, telecommunications, and food & beverage
- Transcribed and translated qualitative surveys and interview recordings to support data analysis and reporting.

LANGUAGES

- Arabic (Native)
- English (Professional)
- French (Basic)

SKILLS

- Video Editing
- Public Speaking
- Teamwork
- Time Management
- Leadership
- Effective Communication
- Critical Thinking
- Social Media
- Adobe Illustrator