

Serly Mitilian

Marketing and Sales

CONTACT

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PROFESSIONAL EXPERIENCE

Content Creator | November 2025 – January 2026 (3 months)

Intoact International

- Developed monthly content calendars for 2 brand accounts
- Created bilingual (English & Arabic) scripts and captions
- Produced and edited short-form video and static content across Instagram, Facebook, LinkedIn, TikTok & WhatsApp
- Scheduled content and managed publishing workflows
- Designed and wrote weekly newsletters
- Prepared monthly performance reports for Meta platforms
- Assisted in on-site shoots, giveaways, and BTS content

Marketing Communications Executive | May 2025 – October 2025 (6 months)

Spirit Creative Agency

- Handled creative briefs
- Handled research marketing
- Managed Ads on Meta and Handled boosting simulation
- Handled Content Calendar
- Handled reels shot script and assisted on-site during shooting
- Created reels and cover photos, and stories
- Handled social media strategies for different businesses
- Handled creative branding (messaging, taglines, and storylines)
- Created briefs for posts and packages
- Gathered content for other businesses during events

Social Media Manager | Sep 2024 – April 2025 (8 months)

Marshmallow Clouds ME

- Managed 17+ accounts of Bars, Pubs, Nightclubs, Lounges, Restaurants
- Uploaded stories and posts of the food, drinks and ambience of the space daily
- Included the prices, the name of the items, the link to the toters page on each story
- Reposted other people's mentions
- Came up with the captions, hashtags for each post/reel
- Communicated with customers regarding questions about events
- Participated in photoshoots
- Controlled ad display

Sales Representative | May 2023 – Sep 2023 (5 months)

MikeSport Verdun

- Communicated with customers and directed them to the exact items they want to buy
- Checked stock and inventory and added and removed items in stock and inventory
- Priced and re-priced discounted items

Sales Representative | May 2021 – August 2021 (4 months)

Urban Rebel – City Mall

- Communicating with customers
- Handling the purchasing of the items
- Installing the purchasing transactions in the system
- Opening and closing the shop
- Keeping the store intact during working hours

Marketing Intern | Safrat Travel Agency

- Researching and organizing written content material for video reels
- Creating posters and video reels
- Creating monthly content calendar and weekly newsletter

Operations Management Intern | Reign Beauty Salon

- Setting and re-scheduling appointments of clients on the system
- Managing both floor and technological sections
- Creating and posting content on the instagram account
- Installing client and supplier information on the system

EDUCATION

Haigazian University | Jan 2021–May 2025

BBA with an emphasis in Advertising and Communications

- GPA: 3.28
- Head of Marketing Department in Business Society

VOLUNTEERING

Rotaract Lebanon | Jan 2025 – Current

Public Image Director

- Responsible for keeping the branding image of our Rotaract club high and ethically correct
- Responsible for taking all content for events and meetings
- Responsible for editing and posting all content throughout the RY 2025–2026
- Responsible for designing posters for the events of our club
- Responsible for sponsor gathering, master of ceremony, and planning events related to brand image

Lebanese Red Cross | Feb 2022 – Current

Public Relations Leader

- Responsible for communicating up with members to collect content from events
- Responsible for editing all video and photo content for our club's social media page
- Facilitating in trainings
- Volunteering in Beirut Marathons
- Assisting in blood drives

Scout | May 2010 – Feb 2023

- Organizing events for the community
- Communicating with sponsors and collecting sponsors for events
- Raising funds and donations

CERTIFICATES

SMM | 2022

DOT Lebanon

Certified Digital Marketer | 2021

Google Digital Academy (Skillshop)