

Christina Abdel Massih

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SUMMARY

Dynamic and results-driven Social Media Manager with extensive experience in the marketing industry. Proven track record of successfully managing client accounts, influencer campaigns, and driving brand engagement. Highly skilled in communication, with a strong emphasis on leadership and team management. Fluent in English, with the ability to build lasting relationships and deliver exceptional client service.

WORK EXPERIENCE

Nov 2025 – Mar 2026: Head of Influencer Relations – Woolx Merino, New York (Remote)

- Negotiated partnership agreements with influencers to promote Woolx Merino products across social media platforms.
- Managed relationships with influencers, ensuring alignment with brand voice and campaign objectives.
- Provided personalized feedback on influencer content to maintain quality and brand consistency.
- Conducted follow-ups with creators to ensure timely campaign delivery and optimize performance.
- Identified and onboarded high-quality influencers aligned with the brand's target audience.

Aug 2024 – Aug 2025: Social Media Account Manager – SSUP World Agency, Lebanon

- Planned and executed influencer campaigns to boost brand awareness and audience reach.
- Managed client accounts and acted as the main liaison for approvals, quotations, and campaign deliverables.
- Supervised a team of junior executives, ensuring high-quality execution of content and campaigns.
- Tracked KPIs and prepared reports to optimize strategies and performance outcomes.

Feb 2024 – May 2024: Social Media Manager – FP7 MCCANN Agency, Qatar (Project Based)

- Developed and executed influencer and social media campaigns tailored to client objectives.
- Collaborated with creative teams to produce engaging content aligned with brand voice.
- Coordinated with clients on approvals, campaign budgets, and quotations.
- Led a small team of executives to deliver projects on tight timelines.

Jul 2022 – Jan 2024: Senior Digital Data Analyst – Mindfield Digital, Lebanon

- Managed a team of analysts, providing insights and recommendations for digital campaigns.
- Designed performance dashboards and reporting frameworks for influencer and media campaigns.
- Conducted audience segmentation and social listening to optimize influencer collaborations.
- Supported client teams with data-driven strategies for improved engagement and ROI.

EDUCATION

- 2015 – 2017: Masters in Business Management – Lebanese International University (LIU), Lebanon
- 2010 – 2014: B.A. in Business Marketing and Advertising – American University of Science and Technology (AUST), Lebanon

LANGUAGES

English, Arabic, French

CERTIFICATES & ACHIEVEMENTS

- Sami Zhil's "Knock Knock" Seminar – Revolution Evolution
- Certificate of attendance – Social Media Marketing Course, Morgan International Institute
- Administrative Support Workshop – Certificate of Completion
- Google Digital Garage – The Fundamentals of Digital Marketing

COMPUTER SKILLS

Microsoft Office, Adobe Photoshop, EDM, DOLPHIN, BRAINS, AlicoDirect, SocialBakers, Asana, ClickUp, Brandwatch, Hootsuite, Brand24, RivalIQ, Sprout Social, Influencer Hero, Influency, Airtable.

HOBBIES

Business world news, swimming, reading, photography

REFERENCES

Available upon request