

# Jana Al Kharrat

## Graphic Designer - Marketing Specialist - Social Media Manager

📍 Beirut, Lebanon

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in [Jana Al Kharrat](#)

### SUMMARY

Innovative and detail-oriented Graphic Designer & Marketing Specialist with a strong background in visual identity, branding, and digital marketing. Passionate about enhancing brand presence through creative design solutions and strategic marketing campaigns.

### PROFESSIONAL EXPERIENCE

**Marketing & Social Media Manager | *Travel Bureau*** Jun 2022 – Present

- Developed and executed social media marketing strategies, increasing engagement and brand awareness.
- Developed and maintained a strategic content calendar to ensure consistent and effective social media posting.
- Created compelling visual content, including graphics, videos, and promotional materials for various digital platforms.
- Managed social media accounts, scheduled posts, and monitored analytics to optimize campaign performance.
- Designed advertising materials and brochures to enhance the company's branding and promotional efforts.
- Managed and responded to direct messages on social media, ensuring timely communication and customer engagement.

**Principal Designer | *All Girls Code (Remote)*** Mar 2020 – Dec 2021

- Led the visual identity of the organization by creating cohesive design elements.
- Designed promotional materials, social media graphics, and event branding.
- Assisted in marketing campaigns to empower young women in STEM.

**Graphic Designer | *AIM Tools LTD*** May 2020 – Sep 2020

- Designed branding materials, website assets, and social media visuals.
- Worked closely with the marketing team to align visual content with branding guidelines.

**Design Intern | *Ibad Al-Rahman Association*** 2019 (3-Month Internship)

- Assisted in designing brochures, posters, and digital content.
- Worked on social media visuals to support organizational outreach.

### EDUCATION

***Lebanese International University***  
Bachelor's Degree in Graphic Design

2019-2022

## **LANGUAGES**

Arabic  
English

## **SKILLS**

Graphic Design & Branding  
Digital Marketing

Content Creation  
UI/UX Design

Team Collaboration  
Creative Problem-Solving

## **SOFTWARES**

Adobe Illustrator  
Adobe Photoshop  
Adobe After Effects

Figma  
Canva  
Capcut

## **TRAININGS & VOLUNTEERING**

- Microwork Training with DOT (2019)
- Empowerment Through Integration (July 2019)
- Ibad Al-Rahman Girls Scout (2005-2024)