

Larissa El Khoury

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I'm a marketing graduate with experience in digital marketing, sales, and general management. I aim to use my diverse skill set to launch a successful career in management, focusing on innovation, growth, and ongoing learning.

EDUCATION

Lebanese American University | Adnan Kassar School of Business – Byblos, Lebanon

Bachelor of Science – Marketing with distinction (GPA 3.68)

May 2024

Lycee Amchit - Amchit, Lebanon

Lebanese Bacalaureate - Life Science Section

2017 - 2020

WORK EXPERIENCE

Lebanese American University

Social Media Assistant - Student Recruitment Office Part time

2024-Present

- Create and manage content on social media.
- Cover events with live updates and engaging posts.
- Plan and schedule content based on engagement trends.
- Track performance and optimize strategies

Social Media - Student Employment at Student Recruitment Office

2023 – 2024

- Develop engaging and consistent content that aligns with marketing strategies to enhance engagement.
- Attend events to capture live social media content.

Student Ambassador - Student Employment at Student Recruitment Office

2021- 2024

- Conduct follow-up calls and lead the students on a personalized campus tour.
- Assist and support in the planning and execution of events (open days, events, school visits)

Creators Specialist Agency

Social Media Coordinator – Part time

2024-Present

- Develop and manage paid social media ads across multiple client accounts to drive engagement and conversions.
- Communicate with clients to understand their needs and deliver tailored social media strategies.
- Research trends, create content calendars, and schedule posts for optimal timing and audience engagement across various accounts.

Freelance Social Media Manager

2022– Present

Arena Ventus -Amchit, Lebanon

Social Media Coordinator

2021 - 2024

- Develop and implement social media strategies that align with marketing goals.
- Execute promotions and contests to increase brand awareness and engagement.
- Stay informed about industry trends and social media algorithms.

Floor Manager

2020 - 2024

- Supervise and coordinate daily operations.
- Manage staff schedules, tasks, and performance.

Certification

HubSpot - Digital marketing certification

2023

HubSpot - Social media marketing certification

2024

Volunteering

MMKN NGO – Teaching students online

2024

LANGUAGES

- English - Fluent
- Arabic - Fluent/Native
- French – Proficient

COMPUTER SKILLS

- Microsoft Office (Excel, PowerPoint, Microsoft Word)
- Meta Business