

Aya Kuraytim

Social Media Marketing

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A motivated individual with a never ending hunger for Social Media Marketing. My brand mantra focuses on the importance of customer satisfaction by providing timely customer service while also posting and curating social media content that is in line with the brand's goals. I am also constantly looking for opportunities to grow, learn and excel in Digital Marketing.

Education

2018-08 - 2021-05

Bachelor of Science: International Business

Lebanese American University (LAU) - Beirut Lebanon

2003-09 - 2018-05

High School Diploma

Deutsche Schule Beirut (DISB) - Doha, Lebanon

Work Experience

2021-08 - Current

Account Manager

Digital Grape, Beirut, Lebanon

- Build and execute social media strategy through competitive research, platform determination, benchmarking, messaging and audience identification
- Generate, edit, publish and share daily creative content that builds meaningful connections and encourages community members to take action
- Responsible for keeping current clients satisfied and delivering exceptional client service on a day-to-day basis
- Set up and optimize company pages within each platform to increase the visibility of company's social content
- Moderate all user-generated content in line with the moderation policy for each community
- Create Social Media strategies and monthly content Calendar
- Continuously improve by capturing and analyzing the appropriate social data/metrics, insights and best practices, and then acting on the information
- Collaborate with other departments to manage reputation, identify key players and coordinate actions.

2021-06 - 2021-08

Social Media Marketing Internship

Turkfluencer, Berlin, Germany

- Grew social media presence by creating engaging content tailored to each Instagram and Facebook.
- Created influencer marketing strategies through the creation and maintenance of the influencer database and through continuous influencer research.

2021-04 - 2021-05

Marketing Executive Internship

Teckzu, Dubai, United Arab Emirates

- Conducted extensive market research to formulate intuitive marketing strategies through evaluating trends and the competition.
- Monitored the success of campaigns through the appropriate KPI's and submitting monthly performance reports.
- Translated content for all the marketing communications from Arabic to English and vice versa.
- Came up with unique ways to engage customers over social media by making sure to take the time to listen to both positive and negative comments.
- Designed several website landing pages that increased sale traffic on promotional products.
- Developed campaign ideas and executions and promoted them on different social media platforms.

2018-03 - 2021-02

Social Media Coordinator

Oiseau Paradis Jewellery, Beirut, Lebanon

- Strengthened social media presence by creating creative content on Instagram and Facebook, as shown by 30% increase in followers quarterly.
- Increased customer satisfaction by responding to customers in a timely manner while maintaining the brand's tone of voice and according to prescribed policies.
- Monitored social media metrics across Instagram in order to develop monthly social media reports.
- Built a website on Strikingly.
- Coordinated with exhibition organizers in the middle east to ensure successful showing events for Oiseau Paradis.
- Developed a social media content calendar.

Volunteering

- Volunteered in Interact Club of Beirut (2017-2018). Participated in social campaigns and events in order to raise money for those in need.
- Volunteered in Cezar Club of Beirut (2019). Organized events to promote women empowerment.
- Volunteered in at MMKN (2021). Managed and supervised the volunteers in order to ensure work is achieved in a timely manner, in order to achieve the goals of the organization.

Certifications

2021-02

Management of fashion and luxury Companies in Bocconi University

Languages

Arabic - English - German

Skills

Creative in advertising - Time Management - Organizational Skills - Microsoft Office - Adobe Photoshop - Web Development (Strikingly)