

AYA FAWAZ

Social Media Account Manager

Beirut, Lebanon • +961 81 628 165 • Ayafawaz03@gmail.com

SUMMARY

Results-driven **Social Media Account Manager** with a proven track record in developing high-impact content strategies and managing diverse brand portfolios. Recently promoted from Junior to Account Manager, I specialize in end-to-end account management, from creative mood boarding and scriptwriting to overseeing the full content lifecycle. Expert at managing up to **15 accounts simultaneously**, I leverage advanced postgraduate training in Digital Marketing to drive brand consistency and sustained audience growth

PROFESSIONAL EXPERIENCE

AL AHMAR MARKETING HUB | Beirut, Lebanon | Social Media Account Manager | Dec 2024 – Present

- Promoted from Junior to Account Manager in December 2025 due to consistent performance and leadership in account oversight
- Successfully managed up to 15 accounts simultaneously, ensuring high-quality delivery and strategic alignment across all platforms
- Lead the strategic management of social media accounts, ensuring brand consistency and sustained audience growth
- Create comprehensive content calendars and creative mood boards to guide visual storytelling and brand identity
- Oversee the full content lifecycle, including generating ideas for reels, stories, and posts, and managing professional photo and video sessions
- Write engaging scripts for video content and creative posts tailored to specific business requirements
- Trained in running and managing ad campaigns, utilizing digital marketing tools to optimize reach and performance

KHALIL FATTAL & FILS | Lebanon Accounts Receivable Internship | Jul 2023 – Aug 2023

- Maintained and updated the customer database to ensure accuracy and completeness for efficient account management

- Engaged actively in the planning and execution of company exhibitions to enhance brand visibility
- Coordinated with sales personnel and clients to gather updates on transactions and ensure timely resolution of issues
- Collected and analyzed existing customer data to support the execution of new strategic projects

EDUCATION

PARIS GRADUATE SCHOOL X BLEU GRAPES MARKETING AGENCY Postgraduate Diploma (Master's Equivalent) in Digital Marketing | Dec 2024 – Apr 2025

LEBANESE AMERICAN UNIVERSITY X BLEU GRAPES MARKETING Diploma in Digital Marketing Management | Feb 2024 – Oct 24

- Coursework: AI in digital marketing, digital transformation, SOPs, E-commerce planning, and the SOSTAC planning system.

SAINT JOSEPH UNIVERSITY | Lebanon Bachelor's Degree in Business Administration and Management | Sep 2021 – Jun 2024

SKILL & EXPERTISE

- **Management** (Account & Project)
- **Strategy** (Digital & Social)
- **Social** (Marketing & Platforms)
- **Content** (Creation & Ideation)
- **Copywriting** (Scripts & Posts)
- **SEO/SEM** (Optimization)
- **Collaboration** (Team Player)
- **Communication** (Client & Team)
- **Organization** (Time Management)
- **Research** (Market Analysis)
- **Problem-solving** (Critical Thinking)

LANGUAGES

- **Arabic:** Native
- **English:** Fluent
- **French:** Fluent
- **Turkish:** Upper-Intermediate

VOLUNTEERING

- **Lebanese Firefighter BMS**
- **Himaya NGO:** Specialized in the child protection sector, Beirut, Lebanon