

# ARIJ KENAAN

Social Media & Content Creator | Multi-Platform Strategy | Short-Form Video & Brand Storytelling  
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## PROFILE

Trend-aware social media content creator with hands-on experience managing multi-platform brand presence across Instagram, Facebook, TikTok, and LinkedIn. Produced and scheduled 4–12 pieces of content per month, monitored platform analytics, and maintained consistent brand voice across all channels. Skilled in CapCut video editing, Canva visual design, and short-form content formats including Reels, Stories, and carousels. Active TikTok user with a strong grasp of platform algorithms, trending formats, hooks, and audience engagement mechanics. Passionate about fast-moving consumer brands and the kind of social entertainment content that turns viewers into communities.

## CORE COMPETENCIES

Multi-Platform Social Media Management • Short-Form Video Content (Reels, TikToks, YouTube Shorts) • Content Calendar Management & Publishing Flow • Trend Research & Format Awareness • Content Repurposing & Asset Adaptation • Community Management (DMs, Comments, Stories) • Brand Voice Consistency • Visual Asset Creation (Posts, Carousels, Thumbnails) • Social Media Analytics & KPI Monitoring • CapCut Video Editing • Canva Graphic Design • Caption Writing & Short-Form Copywriting

## CREATIVE & TECHNICAL TOOLS

Video editing: CapCut — short-form video production, Reels editing, transitions, text overlays, sound sync

Design: Canva — social media posts, Stories, carousels, thumbnails, branded visual templates

Platforms: Instagram, TikTok, Facebook, LinkedIn, YouTube Shorts — active user with strong understanding of algorithms, formats, and engagement mechanics on each

Analytics & scheduling: Social media analytics dashboards, content scheduling tools, performance tracking, Microsoft Office & Google Workspace

## PROFESSIONAL EXPERIENCE

### Social Media & Brand Coordinator | Al Aridi Patisserie — Remote

Mar 2024 – Nov 2025

- Produced and published 4–12 pieces of content per month across Instagram and Facebook — including feed posts, Stories, and campaign assets — maintaining 100% on-schedule posting with a consistent brand voice throughout
- Created content briefs, captions, and visual direction for each post, translating seasonal campaigns and product launches into platform-native content that drove consistent audience engagement
- Repurposed existing brand assets into new formats — adapting campaign imagery into Stories, carousels, and post variants — maximising content output without increasing production overhead
- Monitored weekly KPIs including reach, engagement rate, and follower growth, compiling performance reports with actionable insights that directly shaped the next content cycle
- Managed community interactions — responding to comments and DMs — in a way that reflected and protected the brand's tone and reputation across all channels
- Stayed current on Instagram trends, algorithm updates, and competitor content to inform content strategy and keep the feed relevant to the target audience

### Team Leader & Content Operations Lead | Khaled Content — Remote

Jan 2026 – Mar 2026

- Led content production operations for a 10–15 person cross-functional team, overseeing the delivery of 50+ content outputs per week across social media, marketing, and brand channels
- Directed content scheduling and publishing workflows, ensuring all posts met deadlines, brand guidelines, and platform-specific formatting requirements
- Monitored team content output quality and provided structured feedback, driving a high-performance creative culture focused on consistency and audience relevance
- Produced data-driven performance reports for leadership, translating content metrics into strategic recommendations for improving reach, engagement, and campaign ROI

### Content Creator (Volunteer) | SAID NGO — Remote

Feb 2024 – Mar 2024

- Planned and executed social media content for awareness campaigns, creating platform-native posts and Stories aligned with the NGO's communication objectives and audience
- Supported reporting on campaign performance and stakeholder communication, ensuring content outputs were documented and results shared with the wider team

## INTERNSHIPS

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### Business Development Intern | WeLearn — Remote

Nov 2025 – Present

- Supported content and communications workflows through research, document preparation, and structured reporting for a remote-first, distributed team
- Contributed to data collection and performance analysis tasks supporting strategic content and outreach planning

### Business Development Intern | Khaled Content — Remote

Oct 2025 – Dec 2025

- Conducted competitor and market research across social media landscapes, producing structured intelligence reports that informed content positioning and campaign strategy
- Contributed to internal presentations, partnership proposals, and content briefs — demonstrating strong written communication in client-facing creative contexts

## VOLUNTEERING & LEADERSHIP

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### Global Youth Leadership Fellow | Kectil Program | Malmar Knowles Family Foundation 2026 – In Progress

- Contributed to collaborative projects and cross-cultural communication with a global peer cohort — building adaptability and creative thinking skills directly transferable to fast-moving content environments

### ESN Buddy — Mentor | Erasmus Student Network, Hungary

In Progress

- Coordinated communication and engagement for 4–7 international students — developing community management and interpersonal skills applicable to audience engagement work

## EDUCATION

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### Master of Arts (MA) — International Relations | University of Miskolc, Hungary

Expected 2027

### Bachelor of Arts (BA) — Political & Administrative Sciences | Lebanese University, Lebanon Jul 2025

## CERTIFICATIONS & ACHIEVEMENTS

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- Social Media platforms: Instagram, TikTok (active personal user), Facebook, LinkedIn, YouTube
- Human Resources Management (HRM) | Alison — Oct 2025
- Project Management Essentials — May 2024
- TDK Research Competition — 3rd Place | University of Miskolc — Nov 2025
- Conference Speaker & Paper Presenter | Forum of Young Diplomats — Jan 2026

## LANGUAGES

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Arabic: Native | English: Fluent | Hungarian: Basic