

RANA AL KAASSAMANIE

Beirut, Lebanon | +96171201094 | ranaalkaassamanie4321@gmail.com

DOB:21/05/2002 | LinkedIn <https://rb.gy/1j9yil>

OBJECTIVE

Highly motivated and creative Advertising graduate with hands-on experience in digital marketing, content creation, and social media strategy. Certified in digital marketing, with a strong foundation in campaign planning, market research, and trend analysis. Proficient in visual editing tools and effective communication, with a proven ability to develop engaging content and support brand growth. Eager to contribute to a dynamic marketing or advertising team while continuously expanding professional expertise

EXPERIENCE

Community Manager and Admin Coordinator 2025 - Present

L'Oreal Liban

- Managed daily consumer interactions across all social media platforms, ensuring timely and professional responses
- Adapted replies based on consumer sentiment and each brand's tone of voice.
- Handled inquiries, feedback, and comments while following brand community guidelines and escalation procedures.
 - Maintained consistent, positive brand communication across multiple platforms.
- Processed and verified supplier and invoices, ensuring compliance, accurate documentation, stamping, filing, and proper archiving.

Account Management- Paid Ads Specialist 2022-2026

Noah Hatoum Films UAE- Remotely

- Running and optimizing Meta (Facebook/Instagram) ad campaigns.
- Planning and scheduling creative content tailored to the target audience.
- Managing and publishing posts on Instagram and Facebook pages.
- Analyzing campaign and content performance, and making data-driven improvements.
- Collaborating on content creation (copywriting, visuals, and strategy).

INTERNSHIPS

Content Creator April – May 2025

4 U Production

- Developed engaging content ideas for social media platforms including reels, posts, stories, and videos to enhance brand visibility and engagement.
- Directed and shot creative video content on-site, ensuring alignment with brand messaging and identity.
- Designed visually appealing content using Adobe tools like Photoshop, Illustrator, and Premiere Pro to captivate the audience
- Collaborated with the marketing team to schedule and publish

Social Media Specialist February – April 2025

Booming Lebanon

- Created engaging content and media plans as an Advertising Intern at Booming Agency SARL.
- Collaborated with team members to brainstorm and develop creative content for various campaigns.
- Assisted in executing tasks and projects to support the agency's advertising initiatives.
- Contributed to the development of innovative strategies to enhance brand visibility and engagement

Digital Marketing Specialist April 2025

Secufleet

- Developed and implemented customized digital marketing plans to enhance Secufleet's online presence.
- Monitored digital campaign performance to optimize future campaigns.
- Created visually appealing content, including infographics and banners, using Adobe Photoshop and Canva.
- Collaboration: Worked closely with team members to develop engaging storylines for video projects, fostering a collaborative creative environment.
- Formulated and executed strategies targeted at acquiring competitive market share in the MENA region, leveraging local insights and trends.

Social Media Specialist May – July 2020

Across Lebanon

- Prepared more than 5 stories per day.
- Conducted market research on social media trends.
- Edited stories and pictures for postings in daily basis.

EDUCATION

Diploma In Digital Marketing 2026

Lebanese American University (LAU)

- Meta Certificate
- Google Certificate

B.S Advertising 2021- May 2025

Lebanese International University (LIU)

WORKSHOPS AND CERIFICATIONS

- Professional Digital Marketing by Talentdu abd LAU ACE 2026
- Google Ads Essential Training by LinkedIn Learning 2025
- Digital marketing course by The Nawaya powered by Unicef 2024
- Digital Advertising Strategy and Marketing Media Plan Udemy 2024
- Creative Thinking by The Nawaya Network powered by Unicef 2024
- Employment Hub Programme -OTS phase by The Nawaya Network powered by Unicef 2024
- Digital marketing Training Workshop by Accounting Training Academy. 2024
- Graphic Design by RAMAK Association. 2024
- Social Media Training Workshop by UNICEF, MADA and Empower. 2018

VOLUNTEERING

- Founder of Live Out summer camp for 125 kids and 50 youth volunteers 2017-2022
- Member of Shouf Lebnan BI Barouk working on Barouk Festivals withUSAID, Chouf biosphere reserve and Barouk Municipality 2014-2022
- Volunteer at Shouf Biosphere Reserve 2013- 2024
- Scout leader at Ain Zhalta Scouts 2010- 2023

LANGUAGES

- Arabic (Native language)
- English (Written, Spoken)

HARD SKILLS

- Microsoft Office (Word, Excel, PowerPoint)
- CapCut
- Canva
- Sprinkler
- Basic Knowledge in Adobe's
- Meta

SOFT SKILLS

- Complex problem solving
- Decision-making.
- Active learning.
- Attention of details.
- Critical thinking and analysis.
- Creativity, originally and initiative

