

RANA KANSO

Ranakanso@outlook.com | +961 76 613 378 | <http://linkedin.com/in/rana-kanso-14-lb>

EDUCATION

Master of Science (MSc), Business Administration (Management), Lebanese International University, Lebanon	2017 – 2020
Bachelor of Science (BSc), Lebanese International University, Lebanon	2014 – 2017

CORE SKILLS

- **Public Relations & Communications:** Media outreach, press release writing, brand positioning, and strategic storytelling across traditional and digital channels.
- **Digital Marketing:** Campaign planning, social media strategy, content creation, and performance analysis to drive brand awareness and audience engagement.
- **SEO & SEM Optimization:** Keyword research, on-page and off-page optimization, Google Ads management, and content ranking improvement to enhance online visibility.
- **Client & Account Management:** Building and maintaining client relationships, managing expectations, and developing tailored PR and digital strategies for diverse industries.
- **Event & Campaign Management:** Planning, coordinating, and executing PR campaigns, brand activations, and corporate events from concept to completion.
- **Technical Tools:** Microsoft Office (Word, Excel, PowerPoint), Google Workspace, Meta Business Suite, SEO & SEM tools, and social media analytics platforms.
- **Leadership & Training:** Supervising teams, mentoring trainees in PR and content creation, and fostering collaboration to deliver impactful communication results.

PROFESSIONAL EXPERIENCE

Account Manager, Trifid Media, Beirut, Lebanon	2026
• Managed client accounts and developed tailored digital marketing strategies. • Created viral and aesthetic content concepts aligned with clients' brand objectives. • Led the planning and execution of photo and video shoots from concept to delivery. • Coordinated with creative teams to ensure brand consistency and audience engagement. • Oversaw content publishing and optimization across digital platforms.	
Head of Digital Marketing – Digitality, Beirut, Lebanon	2026
• Led the Digital Marketing Department and managed client accounts across multiple industries. • Developed and executed SEO-focused content strategies to enhance online visibility and engagement. • Managed content creation, publishing, and optimization across digital platforms. • Planned and supervised photo and video shoots to ensure alignment with clients' marketing objectives. • Trained and supervised team members on digital marketing and content creation best practices.	
Head of Marketing & Project Management, Jana Visuals Studio, Beirut, Lebanon	2024 - 2026
• Managed multiple client accounts and developed customized Digital Marketing strategies across diverse industries. • Created, edited and curated content for digital platforms to enhance brand visibility and audience engagement. • Trained and mentored trainees in PR, communication, and customer service best practices. • Conducted client needs assessments and delivered tailored strategic solutions. • Optimized website content to boost SEO performance and digital reach.	
Head of Public relations department, Mediaology, Beirut, Lebanon	2023 – 2024
• Led the Public Relations Department and managed communication strategies for a diverse portfolio of clients. • Strengthened brand identity through Marketing and PR Campaigns, and consistent communication strategies. • Produced creative written and visual content aligned with clients' goals. • Delivered PR and communication training sessions to team members. • Conducted client's interviews to align PR direction with brand positioning. • Led website content optimization initiatives, improving engagement and traffic.	

Surveyor and Data collector, Paramedium Group, Beirut, Lebanon - Conducted surveys and interviews to collect consumers data and insights. - Analyzed field data provided reports to support marketing and operational decisions.	2022 - 2022
Founder, Rana's Kitchen, Beirut, Lebanon - Founded and managed a home-based catering and food business - Created and managed Instagram marketing strategies to build brand presence. - Developed recipes, coordinated event catering and supplied restaurants and gyms.	2021 – Present
Social Media Specialist, Stitch-by-H, Beirut, Lebanon - Designed and executed social media campaigns to increase audience engagement. - Created and managed multimedia content for various platforms. - Provided customer support to improve satisfaction and brand loyalty.	2018 – Present
Online sales representative, Liretna campaign, Beirut, Lebanon \ Toronto, Canada - Managed online product sales through various social media platforms. - Delivered product demonstrations and effectively communicated value propositions to customers. - Built and maintained positive client relationships to enhance customer satisfaction and retention. - Prepared weekly and monthly performance reports to track sales progress. - Consistently achieved and exceeded sales targets through proactive engagement strategies.	2020 – 2022
Assistant Manager, Dog and Cat Online Store, Beirut, Lebanon - Assisted in managing daily retail operations and coordinating team schedules. - Supervised customer service representatives to ensure high-quality service delivery. - Provided leadership in sales and marketing initiatives across all social media channels. - Oversaw accounting processes, including debit, credit, and purchasing operations. - Contributed to strategic planning and execution to improve store performance and efficiency.	2020 – 2021

CERTIFICATIONS

• Young Voice Challenge – Fe-male NGO , Lebanon	2020
• Maharat min Google, - Injaz al Arab NGO	2021
• Basics of Digital Marketing – AlqadasiBiz for Business & Marketing Solutions	2021

VOLUNTEER

Communication Officer, Lebanese International University, Beirut, Lebanon - Created press releases, blog posts, and social media content to promote university events and initiatives. - Collaborated with the communications team to plan and implement effective media and public relations campaigns. - Coordinated logistics for on-campus events, including vendor management and scheduling. - Managed the successful execution of “Heritage Day,” ensuring timely delivery and event readiness. - Organized and hosted a seminar featuring prominent journalists and TV hosts, including Nishan Haroutionian and Samar Bou Khalil.	2015 – 2017
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CAMPAIGNS

Dog and Cat Store Campaign, Beirut, Lebanon Led a social awareness campaign supporting pet owners and partnered with “Adopt Don’t Shop” to promote animal welfare.	2020
Old-Age Security in Lebanon Campaign, Beirut, Lebanon Planned and executed initiatives raising awareness on elderly rights and security.	2016
Neuro-Linguistic Programming Awareness, Beirut, Lebanon Advocated for NLP implementation through public campaigns and community outreach.	2015

LANGUAGES

Arabic (Native) | **English** (Fluent) | **French** (Fluent) | **Spanish** (Beginner)