

RANA AL SEBAHI

Digital Marketing & Communications Lead | Brand Strategy | Performance Marketing

Beirut, Lebanon | +961 76 028 995 | rsebahi@gmail.com

PROFESSIONAL SUMMARY

Strategic Digital Marketing & Communications Lead with 7+ years of experience driving brand growth, leading multi-channel marketing strategies, and managing performance-driven campaigns across the F&B and non-profit sectors. Proven track record in overseeing advertising budgets, optimizing ROI, and delivering measurable business impact through data-driven decision-making and creative direction. Experienced in leading cross-functional teams, managing external partners, and executing integrated campaigns that increase engagement, visibility, and revenue. Holds a Master's in Communication Arts and brings a strong blend of strategy, analytics, and creative leadership.

LEADERSHIP & MANAGEMENT HIGHLIGHTS

- Managed and optimized monthly digital advertising budgets ranging between **\$2,000–\$6,000**, improving cost efficiency and ROI.
- Led end-to-end digital marketing strategies across social media, paid ads, and offline campaigns.
- Directed creative production including designers, photographers, and external agencies.
- Spearheaded brand positioning, storytelling, and campaign execution across multiple platforms.
- Oversaw performance tracking, reporting, and continuous optimization based on KPIs and analytics.
- Coordinated cross-functional teams and external stakeholders to deliver integrated marketing initiatives

PROFESSIONAL EXPERIENCE

Digital Marketing & Communications Lead

La Tavola Restaurant – Beirut, Lebanon | June 2023 – Present

- Lead and execute comprehensive digital marketing strategies for two restaurant branches, driving brand growth and customer acquisition
- Manage and optimize paid advertising campaigns across Meta and Google Ads and improving conversion rates by an estimated **25–40%**
- Increased social media engagement by over **50%** through strategic content planning, creative direction, and audience targeting
- Oversee full content lifecycle including concept development, visual direction, copywriting, and performance analysis
- Direct collaborations with photographers, designers, and influencers to produce high-quality branded content
- Spearheaded promotional campaigns and seasonal offers that contributed to a measurable increase in delivery orders and in-store traffic
- Analyze campaign performance and audience insights using analytics tools to continuously optimize marketing effectiveness
- Ensure brand consistency across all digital and physical customer touchpoints

Media & Communication Specialist

Search for Common Ground – Beirut, Lebanon | Sep 2021 – May 2023

- Developed and led communication strategies for donor-funded programs focused on youth engagement and peacebuilding
- Managed multi-platform digital campaigns, increasing audience reach and engagement by approximately **30%+** across key channels
- Directed content production including video storytelling, testimonials, and event coverage aligned with organizational messaging
- Coordinated with internal teams, external agencies, and creatives to deliver high-impact communication materials
- Produced detailed performance reports analyzing KPIs, engagement metrics, and campaign effectiveness
- Oversaw website content updates and digital presence, ensuring accuracy, consistency, and relevance
- Designed communication toolkits and branding assets aligned with international organizational standards
- Strengthened stakeholder engagement through strategic messaging and targeted outreach initiatives

Graphic Designer & Social Media Coordinator

La Tavola Restaurant – Beirut, Lebanon | Jun 2020 – Sep 2021

- Led the full brand launch, including identity creation, menu design, and in-store branding elements
- Built and managed the restaurant's social media presence, contributing to strong audience growth and brand recognition
- Directed food photography and visual content production to enhance brand appeal and engagement
- Developed and executed content strategies that improved online visibility and customer interaction

Brand & Packaging Designer (Freelance Project)

Adida Spices – Beirut, Lebanon | Jan 2020 – Feb 2020

- Designed a complete brand identity system including packaging, brochures, and marketing materials
- Created packaging recognized by Arab StarPack Pro Packaging Awards (2022 & 2023)
- Developed exhibition and trade show visuals to strengthen product positioning and brand visibility

Graphic Designer & Social Media Coordinator

BEASTS – Beirut, Lebanon | Sep 2019 – Dec 2019

- Produced event branding and promotional designs for social media and corporate presentations.
- Collaborated on creative concepts and visual direction for marketing campaigns.

Visual Communication Designer (Freelance Project)

Beirut Digital District – Beirut, Lebanon | Jul 2018 – Feb 2020

- Designed event visuals and digital marketing content to support community and startup initiatives.
- Assisted in campaign art direction and social media storytelling for local events.

Graphic Design Intern

TechHub (Start-up: Konchef) – Beirut, Lebanon | Jul 2018 – Sep 2018

- Developed app mockups, brand icons, and flyers for digital and print use.
- Supported food photography sessions and contributed to visual identity development for the brand launch.

EDUCATION

Master of Arts in Communication Arts

American University of Science & Technology, Beirut, Lebanon — May 2022

Bachelor of Arts in Graphic Design

Lebanese International University, Beirut, Lebanon — May 2019

KEY SKILLS

Marketing & Communication

Digital Campaign Strategy • Social Media Management • Ads Budget & Payment Management • Meta Ads Manager • Google Ads • Brand Communication • Content Creation • Event Marketing • Influencer Partnerships • Copywriting • SEO • Google Analytics

Design & Creative Tools

Adobe Illustrator • Photoshop • InDesign • Lightroom • Premiere Pro • Capcut • Canva • Basic HTML/CSS

Leadership & Operations

Team Leadership • Cross-functional Collaboration • Budget Management • Stakeholder Management • Project Management • Strategic Planning • Performance Analysis

LANGUAGES

Arabic – Native | English – Fluent

REFERENCES

Available upon request