

LORCA KHATIB

Social Media Internship

- **Nationality** Lebanese
- **Date of Birth** 23-Nov-1995
- **Address** Beirut, Lebanon
- **Mobile** +9613248294
- **E-mail** lorca.khatib@hotmail.com
- **LinkedIn** [Profile](#)



Education

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|--------|---------------------------------------|------------------------|---------|
| ▪ 2020 | Bachelor of Arts/Communication | <u>AUST UNIVERSITY</u> | Lebanon |
|--------|---------------------------------------|------------------------|---------|

Employment

- | | | | |
|--|--|------------------------|---------|
| ▪ 01/2019 - Present | Customer service & Social Media Executive | <u>3B GYM</u> | Lebanon |
| <ul style="list-style-type: none">- Produce content on time with attention to details.- Worked closely with clients to identify their needs and challenges.- Maintain high membership levels and find ways to increase quality of customer service.- Creating guidelines and rules and then implementing them with staff and co-workers and communicating clearly between both members and staff.- Keep Up to Date with any Social Media Trends- Designed, administered, and boosted visuals, content, and ads on all social media platforms to ensure audience engagement.- Coordinate on daily, weekly and monthly with the business owners.- Build customer relationships by actively listening and resolving complaints quickly, efficiently and accurately.- Achieving sales targets set.- Optimize, edit and develop content for the social networking channels such as Facebook, Instagram | | | |
| ▪ 01/2018 - 12/2018 | Social media & marketing Intern | <u>AD-RISING</u> | Lebanon |
| <ul style="list-style-type: none">- Working closely with sales and marketing department and completing all allocated tasks.- Monitor all social media platforms for trending news, ideas, and feedback.- Providing administrative support to the marketing and sales team.- Participated in market research for client briefings and in the brainstorming idea sessions to come up with strategic initiatives and organized the client's plans by outlining daily activities based on the service level agreements.- Assisted key account executives with digital ads for different clients, such as: "Nine9 Health & Wellness Center", "The Conut Bakery" & "Xbody EMS Training", "Healthkit by Saja Clinic."- Participated with the team's discussions regarding the communication, engagement and pricing plans they want to work on, to understand client's requirements and in return strengthen that relationship.- Built and maintained strong, long-lasting client relationships based on trust and respect. | | | |
| ▪ 01/2017 - 12/2017 | Digital Editor | <u>ARAB NEWS MEDIA</u> | Lebanon |
| <ul style="list-style-type: none">- Demonstrated journalism background.- Uploaded and edited digital content for the company on the twitter account and also on the company's website.- Demonstrated social media background.- Proficiency in Adobe Photoshop and Adobe Premiere video editing software | | | |

Core Competencies & Skills

- Excellent written/Verbal communication skills
- Strong organizational skills.
- Strong computer skills (Microsoft office suite, Zoom)
- Advanced Adobe Software's Skills.
- Proven experience in maintaining customer relationships
- Positive attitude and eagerness to overcome challenges
- Well-organized team leader
- Identify, prioritize and execute on initiatives aimed at improving customer experience and customer service
- Critical Thinking and Problem Solving
- Willingness to learn new skills

Languages

- | | |
|------------------|-------------------------------|
| ▪ Arabic | Native |
| ▪ English | Full professional proficiency |
| ▪ French | Full professional proficiency |
| ▪ Spanish | Basic |

Professional Training

- **Digital Marketing A-Z training with IntoAct**
- **Digital Marketing Full course**