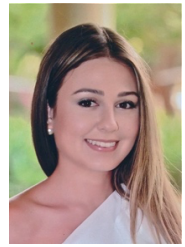


Riwa KOKASH

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EDUCATION

American University of Beirut (AUB)
Bachelor of Arts in Media & Communication

Beirut, Lebanon
2015 - 2018

College Protestant Français
French Baccalauréat – Scientific Stream (Mention Bien)

Beirut, Lebanon
2014 - 2015

Ecole Française Internationale de Riyadh
French Baccalauréat – Scientific Stream

Riyadh, Saudi Arabia
2000 - 2014

WORK EXPERIENCE

Ecomz

Beirut, Lebanon

Ecomz is an e-commerce start-up that offers a variety of clients novel solutions to improve their online services

Product Marketing

2019 - 2020

- Collaborated with marketing and sales to identify new strategies to reach new clients and increase market share
- Spearheaded the planning and organization of technical workshops and promotional events
- Collected and analyzed data to evaluate the performance and effectiveness of the company's website, social media efforts, and promotional campaigns
- Participated in the creation of the platform's new UI/UX design and general branding strategy
- Conducted A/B testing for the new website and reported the results of the campaigns

Community Management

- Managed the social media community and generated traffic through different channels
- Generated creative social media and internet advertisements to achieve greater brand awareness
- Collaborated with the content manager and web designers to create weekly blogs
- Created KPIs to measure the success of the Ads and monitored the community engagement efforts
- Worked on the rebranding with the graphic designer and the agencies

ABC

Beirut, Lebanon

Rotation Development Program – Intern

2018

- Led all internal and external communications for the tenants
- Developed marketing initiatives by collaborating alongside cross-functional teams with members from sales, marketing, operations and social media
- Participated in the planning and execution of various marketing campaigns and promotional activities
- Administered campaign budgets and expenses while maintaining positive relationships with vendors and agencies

Publicis

Beirut, Lebanon

Communications Department - Intern

2017

- Prepared quantitative and qualitative research studies in collaboration with various clients
- Worked closely with the media and performance departments to ensure all reporting is timely, accurate, and insightful
- Came up with different insights for different brands and proposed them to the account manager
- Participated in multidisciplinary team focused on creating advertising campaigns for Zaatar w Zeit and L'Oréal

Elie Saab

Beirut, Lebanon

Communications Department - Intern

2017

- Coordinated with the PR and Communication teams in planning several upcoming fashion events
- Generated weekly and monthly Advertising Value Equivalency (AVE) reports to measure the impact of the ELIE SAAB PR Campaigns

ADDITIONAL SKILLS AND INTERESTS

Languages: Arabic (Native), English and French (Fluent), Spanish (Basic)

Nationality: Lebanese

Computer Skills: Microsoft Office (MS Word, PowerPoint, Excel), HTML 5, CSS, and Python, Google Analytics, Hubspot

Personal Interests and Activities:

Arts: Photography and Fashion

Fitness: Muay Thai and Yoga: Certified Yoga Teacher (RYT 200 hours) focusing on Yoga Philosophy, Asana and Pranayama theories, and Physiology and anatomy

Volunteer Work: Perform volunteer work at Ajyalouna (NGO): organize clothing drives for orphans, visit orphan shelters and participate in yearly charity events, organize Iftar events during the month of Ramadan, and at Shatila Studio (NGO) : worked on the social media calendar and contacted influencers for collaborations