



Jasmin Toukko

Social Media Specialist

Short and engaging pitch about yourself.

✉ j.tokko@hotmail.com

📞 00961-71-760992

📍 Beirut, Lebanon

WORK EXPERIENCE

Social Media Specialist

Joefish

02/2017 – Present

Beirut, Lebanon

Achievements/Tasks

- Creating and executing integrated social media strategies, including engagement, community management, and campaign ideation and execution from scratch.
- Providing engaging text, image and video content for social media accounts.
- Coming up with activations for the whole year.
- Budget preparation, development & implementation.
- Tracking and analyzing brand data using Simply Measured, Context Optional, HootSuite, Facebook Insights, and Google Analytics, to create monthly reports that verify success of engagement, outreach and campaigns.

Account Executive

Colorcode

01/2016 – 02/2017

Beirut, Lebanon

Achievements/Tasks

- Met with clients to discuss and identify their advertising requirements.
- Worked with colleagues to devise an advertising campaign that meets the client's brief and budget.
- Presented the campaign ideas and budget to the client.
- Managed social media budgets and campaign costs.
- Involved clients in the right events for further exposure.

Community Manager

Colorcode

02/2015 – 12/2015

Beirut, Lebanon

Achievements/Tasks

- Building and executing social media strategy through competitive research, platform determination, bench- marking, messaging and audience identification
- Generating and sharing content that builds meaningful connections

Copywriter

Social Aim

07/2014 – 02/2015

Beirut, Lebanon

Achievements/Tasks

- Wrote short, focused, and engaging material for different markets.
- Proofread to check spelling and grammar.

EDUCATION

BBA: Emphasis: Advertising and Communication

Haigazian University

2014

SKILLS

Strategic

Creative Mindset

Analytics

Budgeting

Writing

Communication

Ability to work under pressure

Time management

Teamwork

Proficient in Microsoft Office

CERTIFICATES

Facebook Blueprint

LANGUAGES

Spanish



English



Arabic



INTERESTS

Extreme sports

puzzles

Documentaries

Reading

Chess

Writing

Music

Photography

Camping

Traveling

Wine