

SARA SHARIEF

SOCIAL MEDIA SPECIALIST MARKETING & COMMUNICATIONS

PROFILE



Email

sara_sharief@yahoo.com

Mobile

+961 76973749

SKILLS

TECHNICAL SKILLS

Microsoft office, Hootsuite, MailChimp, PhotoShop, Creating basic Videos

Core Competencies

- ◆ Creativity in ideas and solutions
- ◆ Ability to respond to pressure
- ◆ Good interpersonal skills

MKT Competencies

- ◆ Digital Marketing
- ◆ Social Media Marketing
- ◆ Editorial skills & Creative writing
- ◆ Branding
- ◆ Market Research
- ◆ Organizing Events
- ◆ Basic Graphic Design

LANGUAGES

Arabic: Fluent, English: Fluent

EDUCATION

Bachelor's Degree in Business Management + Minor Journalism

Lebanese American University (LAU)

Boarding School in England, Trinity Certificate

Millfield School, Somerset, England

EXPERIENCE

2016

Yawmiyati

Content creator and Social media manager

2015

Social4ce

Editor & Social Media Manager

- ◆ Plan and execute editorial plan for Social Media
- ◆ Structure a digital magazine, edit content, write company's profiles, and conduct interviews

2014

PrimePicutes

Marketing & Sales Coordinator

- ◆ Organize events
- ◆ Communicate and promote latest products to clients

2013

BoboLink

Social Media / Account Manager

- ◆ Plan and execute editorial campaigns
- ◆ Write blogs and conduct interviews

2012 - 2015

Elegante Magazine

Marketing & Communication Manager

- ◆ Develop and implement communication strategies including editorial plans for social media
- ◆ Write articles and well researched reports

2008- 2010

IMC Research Company

Research Executive

- ◆ Conduct marketing research projects including supervising Field work, Prepare reports.
- ◆ Build customer relationship with the existing and new clients