

# Adrian G. Kahwajy

Address: Tabet Bldg, Abdel Wahab Street, Monot - Achrafieh, Lebanon

Email: [adrian.kahwajy@gmail.com](mailto:adrian.kahwajy@gmail.com)

Phone Number: +961-3-245569

## EDUCATION

---

### Cardiff Metropolitan University

BA (Hons) Marketing Management

*ELEMENT Scholarship Exchange Programme*

Wales, United Kingdom

**Jul '14 – Jul '15**

### Lebanese University

BA Degree - Marketing

Beirut, Lebanon

**Sep '12 – Jul '14**

### Collège des Soeurs des Saints-Coeurs Sioufi (SSCC)

General Sciences, French Baccalaureate

Beirut, Lebanon

**1995 - 2011**

## WORK EXPERIENCE & TRAINING

---

### *Community Engagement Strategist, Joefish*

Beirut, Lebanon

**Sep '17 – Feb '18**

- Design social media strategies to achieve marketing targets.
- Create, develop and publish original, high quality content.
- Administer social media accounts ensuring up-to-date material.
- Demonstrate strategic insight to develop long-term execution plans from client's stated business objectives, and implement those plans.
- Develop understanding of and ability to facilitate and manage forecasting, budgeting and pacing, campaign creation and optimization.
- Analyze user engagement and suggest content optimization.
- Stay up-to-date with new digital technologies and social media best practices.

### *Social Media Team Leader (Monitoring & Analysis), CARMA*

Beirut, Lebanon

**Mar '16 – Sep '17**

- Architect social media monitoring strategies based on insights gathered from the client service team.
- Define project scope, estimate and writing scope of works and technical specifications, works with operation team in the creation of project specifications and time plans.
- Employ a variety of research techniques to understand and analyze online data and provide insight about relevant online conversations & voices in those conversations.
- Partner with the Technology Specialist in formulating an online dashboard for clients, and communicating insights to the assigned team members.
- Create a succinct point of view on social media monitoring tips to share with internal colleagues.
- Develop and execute measurement plans based on objectives and requirements of the client.
- Coordinate with the Social Media Technology Administrator to ensure clients' accounts are optimised on all Social Media tools.

- Follow and implement all directives, policies, and procedures to the team and ensure they have the most up-to-date and current information.
- Evaluate team members' performance and send weekly/monthly feedback to the Department Manager.
- Follow up on daily products to ensure compliance with company's guidelines and client requirements.

*Social Media Executive, **CARMA***

Beirut, Lebanon  
**Dec '15 – Mar '16**

- Monitoring social media platforms to find points of interest to the client by using the latest tools and technology provided by Group Operations and IT.
- Categorising those items according to client requirements, following the briefing document and understanding of client interest.
- Creating innovative, informative and accurate executive reports & coded datasheets from analysed content data.
- Developing accurate media understanding and stronger localisation for clients.
- Translating and/or summarising social media posts in English.
- Ensuring data integrity within the report, i.e. figures in tables and charts add up internally and match each other and the figures cited in the narrative.
- Looking out for, and reporting to the client, buzz alerts, based on spikes in interest or rising issues.

*Internship, **M&C Saatchi***

Beirut, Lebanon  
**Jul '14 – Aug '14**

- 1 month training in the Creative Department.
- Was exposed to different Art Direction & Copywriting practices.
- Was given responsibility on different projects related to a number of brands.

*Promoter/Event Host, **Select Agency***

Beirut, Lebanon  
**2012 - 2014**

- Developed remarkable communication skills while dealing with clients.
- Enhanced self-motivated spirit to satisfy customers.

## **ACTIVITIES & VOLUNTEERING**

**Human Rights Foundation**

Social Media Strategist – Twitter Account (Arabic)

Beirut, Lebanon  
**Mar '17 – Jun '17**

**FoodBlessed**

Poverty Alleviation

Beirut, Lebanon  
**Nov '16 – Present**

**Chartered Institute of Marketing (CIM)**

Affiliate Member

Beirut, Lebanon  
**Mar '14 – Mar '15**

## AWARDS & CERTIFICATES

---

- **Distinguished Student Award** issued by the Ministry of Education & AULIB Association.
- **2015 Seminar on Youth Business Initiation for Developing Countries**, Fuzhou – China.

## SOFTWARE SKILLS

---

- Well-experienced in **Microsoft Office** (Excel, Word, PowerPoint...)
- Basic use of **Adobe Programmes** (Photoshop, etc.)
- Proficient use of **Social Media Monitoring tools** (Talkwalker, Brandwatch, Hootsuite, Iconosquare, Picodash etc.)

## PERSONAL

---

- **Nationality:** Lebanese
- **Languages:** Fluent in *English & Arabic*, Intermediate in *French* .