

# Sarah El Khatib

Beirut, Lebanon - M: 0096171686508 - selkhatib94@gmail.com

## EDUCATION

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<b>Lebanese University</b>	Hadath, Lebanon
Masters 1 in Marketing	2017
Bachelor's in Management	2016
Bachelor's in Marketing	2015

<b>The Antonine Sisters School</b>	Zahle, Lebanon
Lebanese Baccalaureate SE: Social-Economics	June'12

## EXPERIENCE

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<b>Omnicom Media Group - UAE</b>	Beirut, Lebanon
<b>Social Media Executive</b>	May'17 – Present

- Community Manager handling Majid Al Futtaim malls across GCC and Levant.
- Creating and activating digital campaigns.
- Reporting monthly and per campaign with tracking systems to gather visitor data and determine efficacy and areas for social media campaign improvement.
- Liaising with clients on ideas, deliverables, and insights.
- Working closely with the creative team to execute engaging ideas.

<b>Peachpop Creative Agency</b>	Beirut, Lebanon
<b>Marketing Coordinator</b>	Nov'16 – May'17

- Reported on competitors including product characteristics, market share, pricing, and marketing campaigns.
- Prepared clients' business portfolio.
- Interviewed, selected and worked closely with junior graphic designers.

<b>AddBloom SAL</b>	Dbayeh, Lebanon
<b>Community Manager and Content Creator Intern</b>	May'16- July'16

- Handled all "Empire Movies" Social media platforms (creating content, getting approvals from the client, posting and moderating followers' inquiries)

<b>HOLDAL Abou Adal Group</b>	Beirut, Lebanon
<b>Marketing Intern:</b>	Apr'15- Aug'15

- Contributed in the pitch for promotional projects.
- Participated in the data analysis process.
- Worked on the activation of new Beesline Summer products.
- Exposed to the operations of a merchandiser.

<b>LOYAC</b>	Beirut, Lebanon
- Member and Volunteer	Nov'14- Present

## COMPUTER SKILLS:

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- Microsoft Office, SPSS
- Hootsuite Certified
- Proficiency in Pulsar, Sysomos

## LANGUAGE SKILLS:

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- Fluent in Arabic, English and French (writing, reading, speaking)
- Gained DELF: "Diplôme en langue Française" - 2012