

# SAFAA ABOU DIAB

## SOCIAL MEDIA SPECIALIST

### BASIC INFORMATION

Social Media Specialist with +3 years of experience in entrepreneurship, media monitoring and digital media, PR measurement, and primary research offerings.

### SKILLS

- Highly motivated
- Neat and well-organized
- Independent worker
- Works well with deadlines
- Energetic and Enthusiastic
- Collaborative and efficient
- Creative and critical thinker
- Interactive Theater Actress

### CONTACT DETAILS

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### EDUCATION

**American Center of Excellency ACE, Beirut**  
Graphic Design Certificate, May 2018

**Lebanese International University LIU, Beirut**  
Bachelor in Communication Arts - Advertising, Jan 2017

### PROFESSIONAL EXPERIENCE

#### LOYAC Lebanon

Social Media Account Manager & Designer,  
July 2018 - Present

- Creating high-quality original written and visual content
- Running company social media and advertising campaigns
- Monitoring the organization brand and building brand awareness on social media
- Analyzing data and offering reports to the management and executive teams that outline any necessary changes to the digital marketing plan
- Maintaining a professional social media presence, by engaging and offering constructive interaction with users

#### QUICK SHIFTER SAL.

Freelance Social Media Specialist, February 2018 - Present

- Managing the company's social media accounts and engaging with users.

#### CARMA

Social Media Executive, February 2017 - July 2018

- Identifying and presenting the highest quality information in the right form to facilitate the decision-making process
- Translating results to both languages Arabic and English
- Media analyzing how the content plays out and try to predict the outcome of the news trend and users' opinions

#### MUSICORD

Co-Founder of the Startup Company in SPEED@BDD,  
September 2016 - November 2016

- Directed the workflow of marketing, advertising and public relations, and managed external communications with investors and users
- Developed online marketing campaigns, effectively increasing followers by 400+ and driving brand awareness

#### FEEDBACK ADVERTISING - INTERNSHIP

Account Executive in Media Sell, May 2016 - August 2016

- Worked as a link between the agency and its clients, and account handler of the Lebanese NGOs.