

RONY ELIAS CHLELA

Social Media Expert | Content Editor | Digital Marketing Strategist

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Date & Place of Birth	: Lebanon-Beirut ; July 12, 1990
Civil State	: Single
Citizenship	: Lebanese
Languages	: Very good written and spoken English, French and Arabic

Objective

I always tend to involve myself in my projects as they always motivate me. I am willing to go forward and experience new skills in order to grow with the company that I would be working with. I would describe myself as an energetic, creative, and travel enthusiast person.

Key Competencies

Managerial skills
Team work and responsibility
Communication skills
Persuasiveness and adaptability
Big picture thinker

Education

2014 – 2016 : Master II of Business Communication - Lebanese University

2009 – 2012 : Bachelor of Public Relations and Advertising - Lebanese University

2009 : French Baccalaureate –Sociology and Economics - Saints-Coeur Sioufi

Computer Skills

Microsoft Office, Adobe Photoshop, Corel Draw Pro, Sprinklr, Adobe Analytics, World Press, Hootsuite, Social Bakers.

Hobbies

I enjoy traveling; social activities; exploring new cuisines, swimming and reading online blogs.

Career History

Cheil Worldwide – Samsung Gulf

Position: Senior Social Media Specialist and Content Editor for Samsung Gulf

Experience: March 2017 – November 2018

- Point of contact for Samsung Gulf client across all divisions (Mobile, Corporate, TV, HA and B2B).
- Oversee a team of trainees, interns, community managers, and social executives.
- Manage the social team by following up on the workflow, training them, and be involved in day to day tasks.
- Ensure that the social communication is aligned with client's brand identity.
- Set timelines and follow-up on all the projects' deliverables.
- Manage products' social launch across Samsung Gulf online platforms.
- Manage live coverage events.
- Manage Samsung Gulf Discover blog and its social platforms by developing online articles, social content, and following-up on the community management.
- Manage Samsung Gulf influencer marketing.
- Prepare and present digital strategies, social trainings, and point of views.
- Attend meetings with client across all the divisions in order to discuss briefs, deliverables, and current work status.
- Develop and present analytics/social reports in order to evaluate client's online presence.
- Develop content marketing strategies to maintain and ensure growth.
- Create and proofread social content.
- Ensure smooth integration of work with other department and markets.
- Challenge clients and teams in the pursuit of appropriate and effective uses of social media.
- Collaborate with Creative team in order to infuse strategy into the creative or conceptual outcome.

Highlights:

- Led and executed 4 flagships Samsung social launches (Galaxy S8/S9 and Note 8/9) and assist in its digital strategies planning and execution in the GULF region.
- Led and executed more than 15 semi flagships Samsung product social/digital launches in GULF/MENA regions. Listing (Galaxy J series, A series, QLED TV, Frame TV, and others)
- Managed more than 450 social briefs across 2018. - Wrote and published more than 200 online articles on [Samsung.com/ae/discover](https://www.samsung.com/ae/discover) and [Samsung.com/ae_ar/discover](https://www.samsung.com/ae_ar/discover)
- Supported in leading and executing several localized long tail campaigns which resulted in a lift in brand affinity, and increase in sales such as #withGalaxy, and #dobiggerthings - Actively proposed more than 8 digital/social solutions and proposals which resulted in out of scope revenue.
- Earned commendations from Samsung Gulf clients for delivering high quality work against tight deadlines.

Rizkgroup – B Digital (Leading advertising agency in the Middle East)

Position: Senior digital Media Specialist

Experience: September 2016 - March 2017

- Lead new business pitch.
- Manage monthly review client meetings.
- Organize weekly team brainstorming sessions.
- Review and approve the editorial content calendars of the social media executives.
- Conceptualize, execute and refine social media strategies, including engaging content calendars and ideas for fan base growth, fan engagement, contests and promotions.
- Manage day-to-day activities on social media platforms.
- Provide continuous reporting and insights of all social media activities.
- Inform clients of best practices and advise on their use of platforms.
- Place and track paid social media platform buys.
- Directly interact with fans and followers, managing promotions and contests; monitor and report on fan behavior and interest trends.
- Collaborate with Creative team in order to infuse strategy into the creative or conceptual outcome.
- Collaborate with bloggers and influencers.
- Act as key social engagement point of contact for clients.

Clouds Media – (Digital Marketing & Advertising Agency; Dubai - Lebanon)

Position: Senior Digital Account Strategist

Experience: February 2016 - August 2016

- Create and manage digital media campaigns including social media on behalf of clients.
- Monitor the online, design and content reports before sending to clients.
- Develop marketing, online/offline related projects.
- Assist on designs executed by the team.
- Monitor digital marketing/reporting tools including AdWords and all social media advertising platforms.
- Develop good relationships with clients and future prospects.
- Attend direct client meetings and perform regular reporting meetings.
- Supervise various other projects such as website development, blog maintenance and other digital client campaigns.

Crealine Agency – (Advertising Agency)**Position:** Social Media Manager**Experience:** May 2013 - January 2016

- Manage social media channels including daily monitoring, posting and content development.
- Communicate in a professional, but unique social media "Voice" for each client; directly aligned with the clients' thought leadership and content platform.
- Launch online campaigns/games to promote official pages and online presence across social media channels.
- Define social media strategy and related workflow.
- Conduct competitive analysis studies on client competitors.
- Generate monthly and annual statistic reports.
- Communicate with target audiences and manage customer relationships.
- Organize Photo shoots. - Help in event planning and in sourcing sponsorship.
- Contributing to, and developing, marketing plans and strategies.
- Launch online Ads (Facebook, Instagram, Twitter, YouTube, Google ads)

Orion Events (Event Agency)**Position:** Event Management Assistant**Experience:** June 2011 - January 2012

Assist the Event Manager in planning and organizing various events.

- Outdoor Sales - Propose new ideas to improve event planning and implementation process.
- Be involved in the total event lifecycle from the bid process through to the detail of the delivery of the event.

ABC Franchise (Retail Carter's – Dumond – Tommy Hilfiger)**Position:** Sales/Customer Service**Experience:** April 2009 - May 2011

- Sales and cashier.
- Assist with placement of orders, refunds, and exchanges.
- Direct customer relation.

Professional Trainings

Cheil Worldwide

- Attended monthly workshops with Facebook, Twitter, Google, and Snapchat
- Sprinklr
- Media and targeting.

Crealine Agency

- Facebook webinars
- Online campaign planning
- Organization, Presentation and Reports
- Design

Orion Events

- Management Techniques
- Communication skills
- Computer and Technical skills

ABC Lebanon

- Attitude; Benefits and Continuity of Selling; Body Language; How to accept change; Performance Management; Customer Service; Welcome new comers. Sales languages.

Stage at LE VENDÔME BEIRUT Hotel

- Harassment; Safety; Conflict management; Workplace wellness; Team building skills; Guest relations; Look and Language attitude; Professional Client Service.

Awards and Certificates

- Google AdWords certification Issuer: Google UK
- Certificate of Completion After Effect CC Level 1 Issuer: Kim Peretti Sr. Director, Adobe Training Services
- Certificate of Completion Adobe Photoshop cs6 Issuer: Dr. Elsy Baraket, University Professor
- Knock Knock Coaching Program Certificate Issuer: Wydner Coaches Mr. Samir Elias Zehil
- Event Cooperation – Honor Award Issuer: Lebanese Army – Al Maghawir General Chemil Roukoz
- Event Cooperation – Honor Award Issuer: Lebanese Tennis Federation
- The Social Media Award Issuer: Mike Sport Lebanon CEO Mr. Samir Saliba
- Best Social Media Activation Issuer: Eric Babolat - BABOLAT Chairman & CEO – Barcelona
- Employee of the Month Issuer: ABC Lebanon Franchise
- Sales excellence award Issuer: Orion Events