

Lynn Ismail

Nationality: Lebanese

Date of birth: 23.6.2003

Beirut, Lebanon

Lynnismail924@gmail.com • +961 70976880

<http://www.linkedin.com/in/lynn-ismail>

PROFESSIONAL SUMMARY

A marketing professional with experience in managing social media platforms, creating and optimizing paid ad campaigns, and developing engaging content strategies. Skilled in Meta Ads Manager, Canva, and performance analytics, I focus on driving audience growth, engagement, and lead generation. I am now seeking a full-time opportunity to grow and advance in the marketing field.

EDUCATION

BS in Business

Lebanese American University – Beirut, Lebanon

Sep 22 – Dec 25

PROFESSIONAL EXPERIENCE

Marketing Executive

MainStreet Creative Agency

Beirut, Lebanon

August 25 – Present

- Develop and manage content calendars and marketing strategies for multiple clients across industries.
- Oversee social media management, coordinating with photographers and graphic designers to decide what to post, how visuals should look, and what vibes or moods fit each brand.
- Design and edit engaging social media content on Canva, ensuring alignment with brand identity and campaign goals.
- Plan, launch, and monitor ad campaigns through Meta Ads Manager, analyzing results to enhance performance.
- Prepare customized marketing proposals and strategy presentations for clients and new prospects.
- Maintain a consistent creative direction across visuals, tone, and storytelling to strengthen brand presence online.

Social Media Manager

Serpente

Beirut, Lebanon

June 24 – Present

- Managed Instagram page, including content planning, post scheduling, and story curation
- Created and executed paid ad campaigns using Meta Ads Manager
- Built and maintained a monthly content calendar focused on engagement and growth
- Analyzed post-performance and adjusted strategy to improve reach and interaction
- Collaborated on visual branding using Canva and creative storytelling
- Increased page engagement and follower base through consistent content and targeted boosts

LANGUAGES

Arabic (Native), English (Proficient)

SKILLS

- Paid Social Campaigns
- Meta Ads Management & Optimization
- Digital Campaign Planning
- Client Communication & Proposal Writing
- Brand Positioning & Storytelling

TECHNICAL TOOLS

Meta Ads Manager, Canva, Microsoft Office Suite, Google Workplace

CERTIFICATES

Digital Marketing Diploma