

Rafic Mazraani

Marketing student

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[linkedin](#) | [Portfolio](#)

Profile

Marketing student with 2 years of experience in social media marketing and content creation. Skilled in designing engaging visuals, scheduling posts, and executing campaigns that boost audience engagement and brand visibility. Looking to apply my marketing experience in a professional environment while learning and developing advanced analytical skills.

Experience

Founder of [bookvillage.lb](#) (2022-2025)

- Designed visual content and graphics using **Canva** to enhance brand identity.
- Created and managed a **content calendar** to maintain a consistent posting schedule.
- Produced engaging short-form video content aligned with current social media trends.
- Used **Zoho software** to process invoices and manage accounting tasks for small businesses.
- Monitored Instagram **Insights** to analyze post performance, audience engagement, and reach, using data to adjust content strategy and improve results.
- Planned and executed a giveaway collaboration with [Grand Cinemas](#), leveraging a popular book-to-movie release to boost engagement and reach.
- Collaborated with influencers to produce creative book content that kept the page dynamic and relatable.

Education

Lebanese University (**2023-2026**)

Bachelor's in Business Administration – Marketing (Ongoing)

GPA : 3.5

Skills

- Canva (advanced design skills)
- Microsoft Word & Excel (intermediate level)
- Google Analytics and SEO (basic knowledge)

Language

Arabic – Native

English – Fluent

Certificates

[The Complete Digital Marketing Guide - 27 Courses in 1](#)
(ongoing)

