

Mona Faraj
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Lebanon

Summary: Content Creator/Social Media Manager with experience in digital marketing, social media handling, and creative writing, and a BA in French Language and Literature.

Core Competencies

- Copywriting/Proofreading EN/AR/FR
- Community Engagement
- Content Creation
- Problem-Solving

Professional Experience:

Social Media Manager - Mad Monkey Agency- Lebanon

October 2023

- Managed and nurtured relationships with clients to understand their goals and requirements.
- Acted as the primary point of contact, ensuring effective communication and addressing client needs.
- Oversaw projects from initiation to completion, ensuring timely delivery and client satisfaction.
- Developed and managed content calendars for multiple clients.
- Scheduled and published content across various platforms.
- Collaborated with design and creative teams to develop visually appealing content.

Marketing Support Specialist - Tradyom (Web3 Initiatives by Rami Alame) UAE-remotely

June-August 2023

- Conducted in-depth market research to identify trends, analyze competitor strategies, and gather insights for effective decision-making.
- Successfully managed the CEO's YouTube channel and Twitter account.
- Actively participated in Discord and Telegram channels, responding to students' inquiries and fostering a positive community environment.
- Developed and implemented social media strategies to enhance brand presence and engagement.
- Proactively deepened knowledge in the cryptocurrency trading, NFTs, and blockchain technologies.

Skill Up Lebanon- Digital Marketing Training Program- Amideast Lebanon and Forward MENA

October 2022- March 2023

This program has covered the following topics:

Content Marketing/DM Plan/ SMM Foundations/Facebook and Instagram Marketing/ Twitter and Snapchat Marketing/ LinkedIn Marketing/ TikTok Advertising/ -Paid Digital Media Plan/ -Mobile marketing/ Influencer Marketing/ Email Marketing and Mail Chimp/ Google Ads/ YouTube/ Canva/ Google Analytics.

English and French Copywriter- Social Lab Agency/Lebanon- 2022

- Provided social media captions for more than 6 accounts in English, Arabic, and French.
- Created content for landing pages and social media posts in English and French
- Directly Handled multiple clients
- Collaborated with a graphic designer to create content

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Arabic and English Copywriter- Dynasty Media Agency/Qatar -2022

- Created social media calendars and strategies
- Delivered fresh ideas and written content in English and Arabic for multiple marketing campaigns
- Partnered with the creative team of graphic designer, video editor, and social media manager to make the idea, copy, and visual a cohesive story

Internships:

Digital Marketing Intern - Eurotech ME- UAE- 2022

- Handled the LinkedIn account of the company
- Created posts including captions and Canva designs
- Used Trello to manage tasks
- Learned about Facebook Ads

Marketing Associate Internship-Schemazone- 2022

- Researched marketing techniques and strategies
- Prepared promotional content
- Followed up with potential Clients
- Affiliate Marketing Knowledge

Growth Associate Intern – Eben.work- UAE- 2021

- Content Creation for LinkedIn
- SAAS research
- Video editing

Education: BA in French Language and Literature- Lebanese University- Graduated 2022

Certifications:

- Google Digital Marketing & E-commerce Specialization:
<https://www.coursera.org/account/accomplishments/specialization/certificate/59B8LFWM5EH5>
- Measure and Optimize Social Media Marketing Campaigns- Meta
<https://coursera.org/verify/VVUTWGN9NJ5X>
- Fundamentals of Social Media Advertising-Meta
<https://coursera.org/verify/KWYF35AS7C58>
- Social Marketing Capstone Project- Northwestern University
<https://coursera.org/verify/GDCXKPZDCLMG>

Other: - YLP9 member- UNDP (Youth Leadership Program).

- Video Editing Trainee- Michel Daher Foundation
- Volunteer as a Children Team Leader- MIDADE Lebanon (IMAC- International Movement of Apostolate of Children) for 5 years.