

# SIRINE FARHAT

## SOCIAL MEDIA MANAGER

### CONTACT

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### PROFILE SUMMARY

Social Media Manager with 4+ years of experience across the GCC, building brand voice and engagement in F&B, retail, cinema, entertainment, real estate, and education. Skilled in content planning, influencer management, and campaign execution. Passionate about blending creativity with data, with a strong focus on reporting and performance insights to grow online communities.

### EDUCATION

2016 - 2020

NOTRE DAME UNIVERSITY, LEBANON

- Bachelor of Business Administration, Major in Marketing

2001 - 2016

MIDDLE EAST INTERNATIONAL SCHOOL, RIYADH, SAUDI ARABIA

- French Baccalaureate II in Biology

### SKILLS

#### Tools

- Microsoft Office
- Meta Suite
- Hootsuite
- Talkwalker
- Social Sprout
- Google Analytics
- Photoshop
- Canva
- Capcut

#### Soft Skills

- Teamwork
- Attention to Detail
- Client-Facing & Collaborative
- Data-Driven Mindset
- Influencer Marketing & Community Engagement

### LANGUAGES

- English: Fluent
- French: Fluent
- Arabic: Native

### CERTIFICATIONS

- Effective Communications Workshop by Volunteering Youth Forum (2020)
- Entrepreneurship Training under UNICEF (2018)

### WORK EXPERIENCE

#### SSUP

JULY 2023 - PRESENT

Senior Social Media Executive

- Manage multiple accounts across the GCC region, handling everything from content calendars to campaign execution.
- Coordinate with design, media, and influencer teams to develop visual content and activations.
- Handle client servicing, community management, and on-ground event coverage.
- Track performance metrics and apply data-driven optimizations to improve campaign effectiveness.

#### Freelance Social Media Consultant (Fashion, Retail, Education)

Jan 2020 - Jun 2023

- Created and managed content for brands in the shoe retail, wellness, and education sectors.
- Developed content calendars, managed influencer outreach, and handled community engagement.
- Delivered tailored strategies that improved engagement and consistency across channels.

#### AFDC (UNDP-Funded Program), Lebanon

Assistant Field Officer

Aug 2020 - Jul 2021

- Delivered training and coordinated logistics for project workers.
- Managed participant applications and monitored field activities.
- Maintained project documentation and supported weekly reporting.

#### Institute for Learning Organizations, Norway Marketing Intern

Apr - Jul 2021

- Produced content for social media and supported engagement growth.
- Assisted in digital strategy and market research initiatives.

#### Digital Marketing Intern

Mint Marketing Agency, Lebanon

Jun - Aug 2019

- Created content and managed social media accounts.
- Conducted analytics and research for campaign improvement.