

RANA KANSO

Ranakanso@outlook.com | +961 76 613 378 | <http://linkedin.com/in/rana-kanso-14-lb>

EDUCATION

Master of Science (MSc), Business Administration (Management), Lebanese International University, Lebanon **2017 – 2020**

Bachelor of Science (BSc), Lebanese International University, Lebanon **2014 – 2017**

CORE SKILLS

- **Public Relations & Communications:** Media outreach, press release writing, brand positioning, and strategic storytelling across traditional and digital channels.
- **Digital Marketing:** Campaign planning, social media strategy, content creation, and performance analysis to drive brand awareness and audience engagement.
- **SEO & SEM Optimization:** Keyword research, on-page and off-page optimization, Google Ads management, and content ranking improvement to enhance online visibility.
- **Client & Account Management:** Building and maintaining client relationships, managing expectations, and developing tailored PR and digital strategies for diverse industries.
- **Event & Campaign Management:** Planning, coordinating, and executing PR campaigns, brand activations, and corporate events from concept to completion.
- **Technical Tools:** Microsoft Office (Word, Excel, PowerPoint), Google Workspace, Meta Business Suite, SEO & SEM tools, and social media analytics platforms.
- **Leadership & Training:** Supervising teams, mentoring trainees in PR and content creation, and fostering collaboration to deliver impactful communication results.

PROFESSIONAL EXPERIENCE

Project Manager, Jana Visuals Studio, Beirut, Lebanon **2024 - 2025**

- Managed multiple client accounts and developed customized Digital Marketing strategies across diverse industries.
- Created, edited and curated content for digital platforms to enhance brand visibility and audience engagement.
- Trained and mentored trainees in PR, communication, and customer service best practices.
- Conducted client needs assessments and delivered tailored strategic solutions.
- Optimized website content to boost SEO performance and digital reach.

Public relations specialist, Mediaology, Beirut, Lebanon **2023 – 2024**

- Strengthened brand identity through Marketing and PR Campaigns, and consistent communication strategies.
- Produced creative written and visual content aligned with clients' goals.
- Delivered PR and communication training sessions to team members.
- Conducted client's interviews to align PR direction with brand positioning.
- Led website content optimization initiatives, improving engagement and traffic.

Surveyor and Data collector, Paramedium Group, Beirut, Lebanon **2022 - 2022**

- Conducted surveys and interviews to collect consumers data and insights.
- Analyzed field data provided reports to support marketing and operational decisions.

Founder, Rana's Kitchen, Beirut, Lebanon **2021 – Present**

- Founded and managed a home-based catering and food business
- Created and managed Instagram marketing strategies to build brand presence.
- Developed recipes, coordinated event catering and supplied restaurants and gyms.

Social Media Specialist, Stitch-by-H, Beirut, Lebanon **2018 – Present**

- Designed and executed social media campaigns to increase audience engagement.
- Created and managed multimedia content for various platforms.
- Provided customer support to improve satisfaction and brand loyalty.

Online sales representative, Liretna campaign, Beirut, Lebanon \ Toronto, Canada **2020 – 2022**

- Managed online product sales through various social media platforms.
- Delivered product demonstrations and effectively communicated value propositions to customers.
- Built and maintained positive client relationships to enhance customer satisfaction and retention.
- Prepared weekly and monthly performance reports to track sales progress.
- Consistently achieved and exceeded sales targets through proactive engagement strategies.

Assistant Manager, Dog and Cat Online Store, Beirut, Lebanon**2020 – 2021**

- Assisted in managing daily retail operations and coordinating team schedules.
- Supervised customer service representatives to ensure high-quality service delivery.
- Provided leadership in sales and marketing initiatives across all social media channels.
- Oversaw accounting processes, including debit, credit, and purchasing operations.
- Contributed to strategic planning and execution to improve store performance and efficiency.

CERTIFICATIONS

- Young Voice Challenge – **Female NGO**, Lebanon **2020**
- Maharat min Google, - **Injaz al Arab NGO** **2021**
- Basics of Digital Marketing – **AlqadasiBiz for Business & Marketing Solutions** **2021**

VOLUNTEER

Communication Officer, Lebanese International University, Beirut, Lebanon**2015 – 2017**

- Created press releases, blog posts, and social media content to promote university events and initiatives.
- Collaborated with the communications team to plan and implement effective media and public relations campaigns.
- Coordinated logistics for on-campus events, including vendor management and scheduling.
- Managed the successful execution of “Heritage Day,” ensuring timely delivery and event readiness.
- Organized and hosted a seminar featuring prominent journalists and TV hosts, including Nishan Haroutonian and Samar Bou Khalil.

CAMPAIGNS

Dog and Cat Store Campaign, Beirut, Lebanon**2020**

- Led a social awareness campaign supporting pet owners and partnered with “Adopt Don’t Shop” to promote animal welfare.

Old-Age Security in Lebanon Campaign, Beirut, Lebanon**2016**

- Planned and executed initiatives raising awareness on elderly rights and security.

Neuro-Linguistic Programming Awareness, Beirut, Lebanon**2015**

- Advocated for NLP implementation through public campaigns and community outreach.

LANGUAGES

Arabic (Native) | English (Fluent) | French (Fluent) | Spanish (Beginner)
