

RAWAN ABU SALMAN

DIGITAL & SOCIAL MEDIA SPECIALIST



GET IN TOUCH

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CV V8.0

WORK EXPERIENCE

NOV '13 - PRESENT

DIGITAL AND SOCIAL MEDIA SPECIALIST

CARAT

Established and launched the Social Media department at Carat Beirut, devised all service offerings, crafted business plan for department growth, prepared business presentations and pitched for new business, handling all clients' Social Media activities, including content creation and copy-writing, graphic design for social assets, and social customer service.

APR '13 - AUG '14

CONSULTANT

ACHIEVE CAREERS

Consultant for Achieve Careers, an online startup job-matching platform. Took an active role in the platform design and creation as well as in UI/UX design and product features. Created and managed Achieve's Social Media presence and online ad campaigns. Was in charge of all creative executions and design, including design of the website and Social Media graphics.

JULY '13 - OCT '13

SENIOR MARKETING & SOCIAL MEDIA OFFICER

NYMGO

Crafted Nymgo digital strategy, assessed current marketing efforts and recommended moving-forward action plan, social content calendars and community management, Mac/PC/Web/Android/iOS apps UI/UX design revamp, enhancements, recommendations for new features, alpha and beta testing new app versions, English and Arabic copywriting for various communiques and marketing messages.

MAR '12 - JULY '13

FREELANCE

SOCIAL MEDIA / DESIGN / WEBSITES

Creation and setup of Social Media channels, graphic design artwork for channels' branding, installation and code-tweaking of custom applications, monitoring and management, development of websites on WordPress, promotional video creation and editing, promotional material design, corporate branding (brochures, banners, business cards, letterheads etc..)

JAN '12 - MAR '12

SOCIAL MEDIA ACCOUNT MANAGER

THINKMEDIA LABS

Primary point of contact for inbound client requests, managing a team of Social Media executives and ensuring daily tasks are properly executed, ongoing management of all Social Media efforts across various client accounts, crafting Social Media and outreach strategies, creating bi-weekly and monthly client reports showcasing all Social Media efforts and highlighting key insights from Google Analytics and other reporting tools.

JULY '11 - FEB '12

SOCIAL MEDIA EXECUTIVE

THINKMEDIA LABS

Content creation for various Social Media channels, engaging with the community, timely responses to all customer service inquiries, website management and update, listening to the customer, addressing negative feedback and escalating issues, proactive outreach on various channels.

MAR '10 - JULY '11

RESEARCH ASSISTANT

AMERICAN UNIVERSITY OF BEIRUT

Assisting Dr. Dima Jamali in computer-related tasks, including layout, design, and formatting of research papers, PowerPoint creation, website development etc...

MAR '10 - JULY '11

DEPUTY DIRECTOR

BICHARAF - AUB

Managing, directing, and leading Bicharaf—a team of 16 members—to promote academic integrity in 6,000 students in 40 private and public Lebanese schools. On-site presentations were held in all schools. A 2-day training camp was organized for representative students from each school. Bicharaf is the Initiative for Academic Integrity and Business Ethics at AUB.

OCT '07 - JUN '10

ADMINISTRATIVE OFFICER

BICHARAF - AUB

Events Manager: Organizing and preparing all Bicharaf events and activities (Seminars, Workshops, Book Exchanges, Roundtables etc...)
Online Marketing: Developing Bicharaf's online presence, creating and promoting an online Academic Integrity Pledge (creating a website for the pledge, creating and maintaining a Facebook fan page, creating an advertising campaign through Google AdWords).

PROFESSIONAL SKILLS

Tech-Saviness	<div><div></div></div>
Computer Hardware	<div><div></div></div>
Computer Software	<div><div></div></div>
MS Word	<div><div></div></div>
MS Excel	<div><div></div></div>
MS PowerPoint	<div><div></div></div>

Wordpress	<div><div></div></div>
Adobe Photoshop	<div><div></div></div>
Adobe InDesign	<div><div></div></div>
FinalCut Pro	<div><div></div></div>
Adobe Illustrator	<div><div></div></div>
HTML	<div><div></div></div>

Commercial Awareness	<div><div></div></div>
Attention to Detail	<div><div></div></div>
Creativity	<div><div></div></div>
Analytical	<div><div></div></div>



INTERPERSONAL SKILLS

Communication	<div><div></div></div>
Presentation	<div><div></div></div>
Problem Solving	<div><div></div></div>



LANGUAGES

Arabic	<div><div></div></div>
English	<div><div></div></div>
French	<div><div></div></div>

WORKSHOPS AND SEMINARS GIVEN

MAY '14

INTERACTIVE SEMINAR ON SOCIAL MEDIA

Gave an in-depth 3-hour interactive Social Media session to various clients in Egypt. Introduced the basics of Social Media, dived into the advanced, and presented Social Media for Businesses.

📍 Cairo Marriott Hotel - Egypt

APR '14

SEMINAR ON SOCIAL MEDIA

Gave NDU students an interactive seminar on Social Media.

http://bit.ly/NDU_Seminar

📍 Notre Dame University (NDU)

MAR '14

GUEST SPEAKER - SOCIAL MEDIA IN DIGITAL BUSINESS

Gave an interactive presentation introducing students of MKTG 227 to Social Media in Business.

📍 American University of Beirut (AUB)

FEB '13

MENTOR - WAAAUB CAREER NETWORKING EVENT

Invited by the Worldwide Alumni Association of the American University of Beirut (WAAAUB) to be one of the presenters at the WAAAUB Career Speed Networking Event (CSNE), creating an opportunity for young alumni and current AUB students to meet and learn from successful AUB alumni in Marketing and Digital Advertising.

<http://www.aub.edu.lb/news/2013/pages/speed.aspx>

📍 American University of Beirut (AUB)

2012 - 2013

SOCIAL MEDIA 101

Gave a 1-hour presentation introducing various clients to the basics of Social Media, the various Social Media platforms and their most important features

EDUCATION

2007 - 2010

BUSINESS (BBA) CONCENTRATION: MARKETING & ADVERTISING

AUB School of Business is AACSB Accredited - Less than 5% of Business Schools worldwide have earned AACSB International accreditation

📍 American University of Beirut

1992 - 2007

ECONOMICS & SOCIOLOGY LEBANESE BACCALAUREATE

2007: Won Community Service Award for Enthusiasm and Commitment in Community Service Activities throughout the three Secondary School years.

📍 International College (IC)

CONTINUING EDUCATION



CIRCUS STREET DIGITAL TRAINING

Completed over 15 hours of online courses in Digital Marketing at CircusStreet.com

2015



ADVANCED SOCIAL MEDIA COURSE - LONDON

Attended a 2-day intensive training course in London given by Social Media Advance

2014



GOOGLE ADWORDS CERTIFICATION

Successfully completed the Google AdWords certification exams

2014



ARABNET DIGITAL SUMMIT

Attended the ArabNet Digital Summit - 4 days at Hilton Habtoor Grand Hotel - Beirut

2012

2014



SOCIAL MEDIA WEEK

Attended the Social Media Week conference - 5 days in AltCity Hamra

2012



GOOGLE TECH WORKSHOP

Attended the Google Tech Workshop in Beirut

2012