



Eva Raad

Socia Media & Community Manager

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Education

Bachelor's Degree

Hotel Technical Institute, Beirut

Six years specialization in Hotel Management (Technical License)

Certification

Growth Velocity Acdemy, London

Six months boot camp of intensive Digital Marketing education

Employment

Social Media & Digital Marketing Manager

2015 - Present

Freelancer, Worldwide

- Collaborated with start-ups across various industries to develop and implement social media strategies.
- Managed social media platforms including Facebook, Instagram, Google, TikTok, and WhatsApp.
- Utilized Facebook Business Manager and Ads Manager for campaign execution and optimization.
- Created engaging content and increased brand visibility and engagement.
- Interacted with followers, responded to comments, and resolved conflicts.
- Utilized social media analytics tools to measure success and provide meaningful feedback.
- Provided business consulting services, focusing on graphic design, social media management, and marketing strategies.
- Developed and executed successful social media campaigns, driving customer engagement and sales.
- Managed branding, content creation, and ads management.

Group Communication Executive

2023 - Present

Huda Lighting, Dubai (Hybrid)

- Crafted speeches and other event materials for company events.
- Monitored media for mentions of the company, products, and competitors.
- Planned, promoted, and produced corporate events and marketing activations.
- Wrote targeted advertising copy to effectively sell products or services.
- Drafted press releases to announce company initiatives, products, or services.
- Created advertising campaigns for specific products or services.

Personal details

Website

taplink.cc/evaraad

LinkedIn

linkedin.com/in/eva-raad

Skills

Canva



Google My Business



Meta Business Suite



Ads Manager



Copywriting



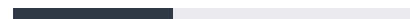
Project Management



Event Management



Google Ads



Languages

Arabic



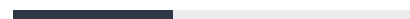
English



French



Spanish



- Measured campaign effectiveness through sales data or customer surveys.
- Built relationships with relevant media outlets for potential coverage.
- Strategized client acquisition through direct sales and marketing efforts.

Customer Service Officer

2017 – 2023

Majid Al Futtaim, Beirut

- Handled customer queries and complaints, ensuring high levels of customer satisfaction.
- Conducted research and training on product knowledge.
- Assisted the Marketing Department with CRM activities.
- Executed quarterly campaigns to enhance customer engagement.

Front Desk Receptionist

2016 – 2017

Four Seasons Hotel & Resort, Beirut

- Welcoming guests
- Check-In & Checkout Procedure
- Handle guest queries and complaints
- Room Assignment (120+ rooms)
- Guest relation & Conciergerie

Additional Experience

■ Co.Founder & President | C. Coaching.lb

■ Business Owner | Taste Of the Philippines

■ Operator | Mövenpick Hotels & Resorts

■ Event Coordinator & Dance Choreographer | Cubano Parade

Qualities

■ Proactive

■ Organized

■ Deadline oriented

■ Out of the box thinker