

YARA KHALIL

COMMUNITY MANAGER & CONTENT CREATOR

CONTACT



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Beirut, Lebanon

PROFILE

Social media specialist with a background in content creation, community management, account management and translation. Seeking a position to demonstrate my abilities in engagement, communication, and collaborating with cross-functional teams and stakeholders in order to build thriving online communities and cultivate meaningful connections between brands and their audiences.

SKILLS

- Community Management
- Content Creation
- Account Management
- Strategy Development
- Data Analysis
- Teamwork
- Written and Verbal Communication Skills
- Proficiency in Management Tools: ClickUp, Sprinklr

EXPERIENCE

ACCOUNT MANAGER and CONTENT CREATOR

Digital Grape, Beirut

May 2023 - Present

- Generating creative and original content ideas for different platforms and accounts for social media posts, articles, blog posts, or video scripts.
- Conducting market research and staying updated on industry trends to use in content creation.
- Managing and scheduling posts across different platforms, ensuring consistent branding and voice.
- Working closely with other team members, such as marketers, designers, or videographers, to align content with broader marketing objectives.
- Translating content from one language to another, ensuring accurate and culturally appropriate messaging for diverse audiences.
- Assisting creative director and videographers during video shoots.

COMMUNITY MANAGER

VMLY&R Commerce - TCCC FIFA World Cup Dubai, UAE

Oct 2022 - Dec 2022

- Engaging in real-time community management of the Coca Cola brand in the Middle East throughout the TCCC FIFA World Cup 2022, ensuring timely response and interaction.
- Conducting thorough background checks on campaign participants beforehand to uphold the brand's reputation.
- Utilizing social media management tools like Sprinklr to publish and schedule content.
- Collaborating with copywriters and providing constructive feedback to contribute to the creative direction of the campaign.

EDUCATION

BACHELOR OF TRANSLATION & INTERPRETATION

Lebanese international University
2017 - 2020