



MOHAMMED YOUNES

SOCIAL MEDIA MANAGER

CONTACT

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Lebanon, Chouf, Wardaniyeh

SKILLS

Social Media Technical Skills

Microsoft Office Efficiency

Social Media Analytical Thinking

Communication And Teamwork

Time Management And Organization

Active Listening Skills

EDUCATION

Bachelor's degree in Computer Science

Arab Open University

2022

Currently Studying

Lebanese Baccalaureate

High Modern School, Mazboud

2022

Certification Of Participation

Caritas Lebanon

First-Aid Course

2021

English Core Skills Test

British Council

Score of C1 on the CEFR scale,
scoring 500/600

LANGUAGES

Arabic



English



PROFILE

Hardworking and enthusiastic college student working towards a Bachelor' in Computer Science, also an innovative and motivated Social Media Manager with a proven history of attaining measurable results by strategizing and managing the online presence of businesses and brands. Dedicated to increasing leads by providing the target audience with careful consideration and support by using new and cutting-edge strategies to convert customers and drive engagement, including incorporating new platforms and ideas to create marketing campaigns that resonate.

WORK EXPERIENCE

Social Media Manager

Ayam Al Lulu, Jeddah

December 2020 - Present

- Managed all social media pages and assisted in creating innovative social media posts to achieve follower's satisfaction.
- Monitor trends in social media tools and applications, and act proactively to stay ahead of competitors.
- Manage the day-to-day activities of all social media accounts including posting content, responding to comments/messages/reviews, monitoring conversations, etc.
- Create engaging content (texts/images/videos) that meets the needs of our target audiences.
- Respond to comments and customer queries in a timely manner.

Social Media Community Manager

Meditation Balance

October 2022 - March 2023

- Actively contributed to the brand's community by engaging with communities of similar niche, and responding to direct messages, leading to a 2,607,000% increase in account engaged.
- Handled strategic planning, content strategy and execution of posts.
- Researched and implemented winning social media strategies that increased accounts reached on Instagram organically by 919,103% in only 3 months.
- Researched internet trends, creating 3 relevant reels daily, having multiple reels going viral cumulating over 2 million views.
- Monitored and responded to audience's activity on social channels on a daily basis.

Social Media Marketer

Kitopi, Dubai

March 2021 - December 2021

- Managed social media pages across multiple social media platforms for three off the best-selling restaurants (800Pizza, Pinsanity, Cluckrs) owned by Kitopi.
- Brought forth excellent customer service skills and a commitment to customer satisfaction.
- Fostered relationships with social media influencers and food bloggers to amplify content reach.
- Reported social media insights and SEO results to leadership teams, and executed changes to improve engagement.
- Researching social media trends and informing management of changes that are relevant to the company's marketing activities.

Sales Representative

Wisdom By Brand

November 2020 - April 2021

- Identified and maximized sales opportunities, and increased customer retention rates.
- Served as a thoughtful advisor, working with sales and marketing professionals.
- recruited new clients by managing social media platforms, and producing direct mail campaigns.
- Analyzes and controlled potential customer follow-ups, and leads.
- Expanded the target audience and product appeal by conducting thorough research on products and competitors as well as implementing appropriate marketing tools.