

REINA CHEHAYEB

Digital Marketing Specialist with Expertise in Video Production

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SUMMARY

Result-driven Digital Marketing Specialist with 4+ years of experience in social media management, creative content production, and video creation. Adept at leveraging social media trends, crafting engaging campaigns, and managing multi-platform strategies to enhance brand visibility. Proficient in video production, including ideation, shooting, and editing, to deliver impactful visual storytelling. Skilled in client collaboration and analytical reporting to achieve marketing KPIs.

PROFESSIONAL EXPERIENCE

Regional Digital Marketing & Video production coordinator, Medica Group

Nov 2023 - Present

- Designed and implemented multi-platform digital marketing strategies
- Collaborated with internal teams and influencers to develop targeted campaigns, ensuring alignment with KPIs and brand objectives.
- Conducted trend analysis and leveraged insights to enhance campaign performance and improve audience reach.
- Monitored analytics, prepared detailed performance reports, and provided recommendations for strategic improvements.
- Conceptualized, scripted, and produced high-quality video content tailored to marketing goals.
- Directed and coordinated video shoots, overseeing technical and creative aspects for optimal output.
- Edited and finalized video projects, ensuring engaging storytelling and alignment with brand messaging.

Social Media Coordinator, Ant Ventures - Casper & Gambini's

April 2022 – July 2023

- Produced and edited video content for TikTok and other platforms to drive engagement.
- Coordinated photoshoots with creatives and art directors for high-quality content.
- Planned creative campaigns and managed their full lifecycle, from planning to execution.
- Report analytical reports for the creative director for decision making.

Social Media Coordinator, Music Designers by Salim Assaf

Jan 2022 – April 2022

- Managed Instagram, Facebook, YouTube, and TikTok accounts for Music Designers' platforms and Salim Assaf's personal profiles.
- Created video content aligning with current social media trends.
- Enhanced audience interaction through innovative content and direct engagement.

SKILLS

Technical and Analytical Skills

- Social Media Strategy & Management
- Campaign Ideation & Execution
- Trend Analysis & Data-Driven Insights
- Analytical Reporting and KPI Tracking

Personal and Marketing Skills

- Team Collaboration and Client Communication
- Creative Content Creation & Scheduling
- Marketing Campaign Optimization
- Adaptability to Social Media Trends

Video Production Skills

- Video Shooting & Direction
- Editing and Post-Production
- Scripting and Storyboarding
- Video Performance Analytics

Key Projects

- TikTok Campaigns: Ideated and produced viral video campaigns, boosting follower growth by 30%.
- Creative Content: Delivered multi-platform strategies resulting in a 25% increase in engagement.

Volunteer Experience

- Organizer at Beirut Marathon Association
- Campaign Volunteer for Lebanese Crisis Support

Education

Major in Digital Marketing - October 2022 - Fall 2024

Bachelor's Degree in General Business - August 2019 - June 2022

Certifications

Digital Marketing Course, Learning Remotely Business