

Contact

abirfarha@gmail.com

www.linkedin.com/in/abirfarha
(LinkedIn)

Top Skills

Time Management

Interpersonal Skill

Teamwork

Abir Farha

Sr. Digital Marketing Specialist & PR

Summary

www.roadietuner.com/blog

Experience

Band Industries

Digital Marketing Specialist & PR

June 2017 - June 2019 (2 years 1 month)

- Content creation, creative copywriting & strategy for all social media platforms
- Blog curation (Including hiring qualified freelancers whenever needed, inputting SEO techniques to gain organic traffic and rank higher etc...)
- Contact and follow up with popular publications, musicians, influencers & YouTubers to review Roadie 2 & Roadie Bass
- Monthly reports & analysis

www.roadietuner.com/blog

Freelance

Social Media- Digital Copywriter (English)

December 2015 - May 2019 (3 years 6 months)

Lebanon

Strategy and content creation for websites, blogs & social media platforms.
English copy writing & SEO.

Memac Ogilvy

Social Media Senior Account Executive

February 2014 - October 2014 (9 months)

Beirut, Lebanon

- Developed social strategies under the Social@Ogilvy discipline, and managed various clients including GROHE, Volvo, UNDP and ABC
- Coordinated with designers, copywriters, creative directors and account teams to create brand identities on social media, Facebook campaigns and Facebook applications

- Served and assisted regional offices with pitch strategies, content creation and influencer management relationship plans

Publiscreen Online

Social Media Account Executive

September 2012 - January 2014 (1 year 5 months)

Beirut, Lebanon

- Implemented and developed online marketing strategies for existing and potential clients
- Managed and optimized Facebook and Google Adwords campaigns
- Community Managing for multiple clients

Eastline Marketing

Media & Digital Marketing Executive

January 2010 - July 2012 (2 years 7 months)

Mansourieh, Lebanon

- Sourced clients via research and direct contact.
- Implemented and developed online marketing strategies for existing and potential clients
- Planned, coordinated and executed effective social media campaigns on all platforms including Facebook, YouTube, Twitter, Google ads and Google Adwords.
- Wrote press releases and blog posts to optimize SEO

Return Focused

Digital Marketing Consultant/PA to CEO

July 2008 - December 2009 (1 year 6 months)

Beirut, Lebanon

- Designed & implemented solutions for websites and online businesses using Google Analytics and Facebook Advertising
- Performed detailed analysis to determine client's core keywords
- Followed up and monitored campaigns on weekly basis to ensure ads always ranked #1 on Google

Education

Centennial College

Visual Art Fundamentals · (2002 - 2003)

Centennial College

Hospitality and Tourism Administration · (1999 - 2002)

International College (IC)

High School Diploma · (1999)