

DOUAA ABED AL SATER

COMMUNICATIONS AND SOCIAL MEDIA SPECIALIST

CONTACTS



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LINKS



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ABOUT ME



Communications and Social Media Specialist with 6+ years of experience in creating, implementing, and optimizing social media strategies and campaigns for B2B and B2C companies and brands

LANGUAGES



Arabic

English

SKILLS



Digital Strategies

Content Creation

Arabic & English Copywriting

Google Analytics

SEO

Hootsuite, SproutSocial, SocialBakers, Buffer

HTML & CSS

Email Marketing

Communication

Drive and Initiative

WORK EXPERIENCE



SOCIAL MEDIA AND CONTENT SPECIALIST
Finance House Group | Beirut

- Executed the social media strategy for the 5 companies under the umbrella of the group on LinkedIn, Twitter, and Facebook.
- Increased social media lead generation by 46% in 9 months, generating more revenue through regular engagement with customers, and followers.
- Reduced customer support requests by 7% by engaging with customers on social media whenever they had product issues.
- Reached 100K+ followers on LinkedIn.
- Proposed storylines for digital content and prepared bilingual English and Arabic copywriting.
- Communicated with clients for the latest projects and reached 60% proposals approval in 6 months.
- Wrote 12 blog articles aligned with the best SEO practices in three months.

SENIOR SOCIAL MEDIA EXECUTIVE
Mindfield Digital | Beirut

- Designed and implemented social media strategies for clients from B2B and B2C fields across Facebook, Instagram, LinkedIn, YouTube, TikTok, Twitter and WhatsApp Business.
- Built over 20 digital campaigns to increase following and lead generation.
- Moderated user content to ensure all engagement with the 12 brands I managed was appropriate and amplified brand mission and message.
- Leveraged data to understand what worked on each social media platform to improve engagement rate by 34% in one year for OLX Lebanon.
- Launched Decathlon in Jeddah through collaborative teamwork.

SOCIAL MEDIA MANAGER
Saudi Research and Publishing co. | Lebanon, Beirut

- Coordinated with the ecommerce director to optimize the monthly content calendar across Facebook, Instagram, Twitter, and YouTube to coincide with new marketing and product launches.
- Used Canva to create compelling visualizations that regularly had engagement in excess of 10K likes, comments, and shares.
- Communicated with target audience on Instagram to help grow total followings to over 1M.
- Collaborated with 5 social media influencers to revamp our GCC e-commerce website ALMALL.
- Identified high-value keyword and backlink choices through competitive analysis; constructed SEO meta titles and descriptions.

NEWS EDITOR
Sayidaty Magazine | Lebanon, Beirut

- Met deadlines while producing factually accurate, concise, and interesting news articles.
- Reviewed and edited more than 25 articles per day written by other authors, making sure the content followed the rules regarding tone and style.

COMMUNICATION ASSISTANT
Lebanese Red Cross Society | Lebanon, Beirut

Coordinated the fundraising events' details with Lebanon's various media outlets and created press releases.

EDUCATION



MASTER'S DEGREE
Lebanese University | Beirut
Digital Communication

COURSES



META BLUEPRINT - FACEBOOK & INSTAGRAM
Meta

THE FUNDAMENTAL OF DIGITAL MARKETING
Googlelearn

COMMUNICATION FOR RESILIENCE
SOAS University of London

ONLINE MARKETING AND DIGITAL MEDIA
Maharat NGO