

JOEY GHOSTINE

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PROFESSIONAL EXPERIENCES

Senior Fashion & Beauty Editor

Jamalouki Magazine - Choueiry Group

07/2017 - Present Beirut

- Develop magazine themes for new issues and ideas for fashion, beauty & lifestyle content aligning with the latest trends to cater to the needs of the GCC region with a primary focus on KSA and UAE
- Curate exclusive features for luxury brands (Chanel, Saint Laurent, Valentino, Louis Vuitton, Fendi)
- Conduct interviews with celebrities, international fashion designers & beauty experts to create engaging content
- Create online features based on SEO keywords and audience data predominantly targeting audiences in KSA and UAE, to drive website traffic
- Craft e-commerce-based articles including product reviews and buying guides, to enhance sales and promotion on platforms like net-a-porter, farfetch, Amazon
- Produce content for social videos and YouTube episodes in collaboration with luxury and FMCG brands (Dior, Dyson, Philips, Persil)
- Contribute to the preparations & organizations of JamaloukiCon, the largest fashion & beauty convention in the Middle East which involved managing workshops, pop-up stores, fashion shows, meet & greets
- Plan celebrities & influencers agenda for various events during JamaloukiCon including workshops, conferences & exclusive talks
- Provide assistance in editorial fashion & beauty shoots for luxurious brands (Cartier, Balenciaga)

Freelance Social Media Executive

Zeus Creative Lab

05/2021 - 07/2022 Beirut

- Develop & execute social media content strategies for a variety of brands and measure their performance of implemented ideas (LeMall, Dazl Production, Patrick Sawaya Photography,...)
- Manage social media pages' content by scheduling posts, ensuring brand consistency and maintaining an active online engagement with the audience to foster brand loyalty and encourage interaction

FREELANCE PROJECTS

Stylist

- Styling and coordinating fashion shoots, ensuring a seamless blend of style and brand vision (Le Mall)

Mood Boards Creator & Executor

- Create and execute photoshoot mood boards for luxurious brands, ensuring alignment with the brand's identity and values and enhancing the overall artistic direction of the projects (Cartier, Zuhair Murad, Le Mall, etc.)

Translator

- Provide translation services for press releases content to Arabic, facilitating effective communication with international audiences and expanding the brand's global reach (Georges Hobeika)

SKILLS

Communication Deep Research

Team Work Problem Solving

Multitasking Content Writing

Collaborative Mindset

Time Management Negotiation

Translation SEO Optimization

MS Office

LANGUAGES

Arabic

Native



French

Proficient



English

Proficient



EDUCATION

Bachelor of Arts in Journalism

Lebanese University, Faculty of Information and Documentation

2017

Baccalaureate in Life Sciences

Collège Notre Dame du Mont Carmel

2013

EXTRACURRICULAR ACTIVITIES

- Red cross volunteer
- Ballet & Latin dance instructor
- Event coordinator & hostess
- Modeling in shoots & TVC

CERTIFICATION

Introduction to Digital Journalism

Reuters