



RAWAN ABU SALMAN

SOCIAL & DIGITAL MARKETING SPECIALIST

-  Paris, France
-  +33 7 67 444 566
-  hello@rawanabuselman.com
-  linkd.in/Rawan
-  rawanabuselman.com

EDUCATION

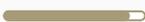
MBA / DIGITAL BUSINESS

Grenoble Ecole de Management, France
2017 - 2019
with High Distinction - Average 17/20

BBA / MARKETING & ADVERTISING

American University of Beirut, Lebanon
2007 - 2010

SKILLS

Tech-Savviness <i>Software & Hardware</i>	
MS Office <i>Excel, PowerPoint, Word</i>	
Graphic Design <i>Photoshop, InDesign, Illustrator</i>	
Video Editing <i>FinalCut Pro</i>	
Web Design	
Attention to detail	
Creativity	
Analytical	
Communication	
Presentation	
Problem solving	

MAIN EXPERIENCE

SENIOR DIGITAL MANAGER

TomTom France | Oct. 2018 - Present

Taking the lead on B2B2C digital initiatives for the Automotive BU, leading all digital channel marketing activities, CRM calendars and campaign creation, Website management and user journey optimization, online ad campaign set-up and optimization, business development, Webshop development, growth hacking, as well as project management, coordinating with internal (various in-house teams) and external stakeholders (OEM clients and agencies).

HEAD OF CREATIVE & SOCIAL MEDIA

A Square Media | Aug. 2017 - June 2018

Heading Social Media and Creative Design at a newly-launched startup. Responsible for A-Z management of client Social Media accounts: content creation, community management, social design. Delivered logo design and branding project as well as product labels and packaging.

DIGITAL & SOCIAL MEDIA SPECIALIST MENA

Carat | Nov. 2013 - Aug. 2017

Established, launched, and ran the Social Media department. Devised service offerings, crafted business plan for department growth, prepared business presentations and pitched for new business, handled all clients' Social Media activities including content creation and copywriting, graphic design for social assets, social customer service, social listening, and online ad campaigns.

DIGITAL CONSULTANT

Achieve Careers | Apr. 2013 - Aug. 2014

Consultant for Achieve Careers, an online startup job-matching platform. Took an active role in the back-end platform design and creation as well as in UI/UX design and product features. Created and managed Achieve's Social Media presence and online ad campaigns. Was in charge of all creative executions and design, including design of the website and Social Media graphics.

FREELANCER

Social Media / Graphic & Web Design | March 2012 - July 2013

Delivered client projects in various domains: **Social Media** set-up, monitoring and management; **A-Z Website creation** (WordPress set-up, domain and hosting, design tweaks); **Graphic design** of social media assets, brochures and marketing material; **Corporate branding** (logo creation, business cards and letterheads), **Video creation** and editing of marketing and promotional videos.

SOCIAL MEDIA ACCOUNT MANAGER

ThinkMedia Labs | July 2011 - March 2012

Primary point of contact for inbound client requests, managing a team of Social Media executives & ensuring daily tasks are properly executed, ongoing management of all Social Media efforts across various client accounts, crafting Social Media strategies, creating client reports, content creation, social customer service, website management, social listening.

DEPUTY DIRECTOR

Bicharaf - AUB | March 2010 - July 2011

Managing, directing, and leading a team of 16 members to promote academic integrity to 6,000 students in 40 schools. Bicharaf is the Initiative for Academic Integrity and Business Ethics.

LANGUAGES

English  Arabic  French 