

RAYANE HAMMOUD

Account Manager · Social Media & Digital Marketing

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PROFILE

Account manager and marketing communication specialist with five years taking brands from strategy through to published work — content planning, campaign delivery, creative direction and performance reporting. Portfolio of **15–18 brands run in parallel** across eight industries and eight markets, from fertility clinics and industrial power distributors to luxury automotive and restaurant groups. Four years delivering for a Dubai agency **remotely from Beirut**; promoted three times in four years, from community management to full account ownership.

SELECTED CLIENTS & RESULTS

- **Azoury IVF Clinic** · *Healthcare · fertility* · **Lebanon · Iraq**
3.2M Instagram and 5.7M Facebook reach in eight months, 47K engagements, saves up 271% and comments up 213%; audience concentrated in Iraq and Lebanon. (Iconosquare, Jan–Sep 2026)
- **Tamgo Group** · *Industrial B2B · power, water & solar* · **UAE · Qatar · Tanzania · Kenya · Uganda**
FG Wilson (Engineering) FZE, Laurus Technologies, Tamgo Tanzania and Blackwood Hodge — co-branded marketing across all five markets.
- **Genesis** · *Luxury automotive* · **GCC markets**
Vehicle launch campaigns and premium brand presence for a dealer-network brand.
- **Cool Inc.** · *Food & beverage* · **Saudi Arabia**
Content across 18 restaurant concepts, each with its own audience and tone of voice.
- **IMA Middle East** · *Professional certification · B2B* · **Regional**
Awareness and educational campaigns for the Institute of Management Accountants.
- **Also** Nofa Riyadh (hospitality, KSA) · RoofSetGo (real estate, UAE) · Atelier 10 (beauty, UAE) · The Dance Studio (wellness, KSA)

Markets: Lebanon · UAE · Qatar · Saudi Arabia · Tanzania · Kenya · Uganda · wider GCC

CORE COMPETENCIES

- **Account & client management** single point of contact for client organisations; scope, expectations and approval cycles
- **Campaign & content** content strategy, editorial calendars, launch campaigns, creative briefing, copywriting
- **Creative direction & design** briefing and reviewing designers; brand consistency and visual identity; close eye for detail; executes basic to intermediate design and edits personally — post and story assets, layout
- **Measurement & reporting** campaign KPIs per brand, web and social analytics, performance reporting, insight-led optimisation
- **Multi-market & channel** co-branded asset systems, brand governance across national companies, technical B2B content
- **Tools & digital** Google Analytics, Meta Business Suite, Sprout Social, Iconosquare, Social Pilot, Storrito, HubSpot, Canva, Asana; AI-assisted research and workflow

PROFESSIONAL EXPERIENCE

Reelly · social media and digital marketing agency, Dubai, United Arab Emirates

Aug 2021 – Present · four progressive roles, three promotions · worked remotely from Beirut

Account Manager | *Jan 2024 – Present*

- Own **15–18 client brands in parallel** across healthcare, industrial B2B, automotive, real estate, hospitality and F&B — strategy, campaigns, content and promotional material end to end.
- Act as the single point of contact between client organisations and the internal strategy, creative and production teams, setting scope, expectations and timelines on both sides.
- Delivered **3.2M Instagram and 5.7M Facebook reach** for a fertility clinic over eight months — Facebook engagement up 68%, saves up 271%, comments up 213% — reaching a patient audience concentrated in Iraq and Lebanon.
- Run marketing for four operating companies of an industrial distribution group across five countries, and co-developed the **co-branded template system** that keeps each local company aligned with its principal brand market to market.
- Lead launch communication end to end — vehicle launches across GCC markets, property launches in the UAE, seasonal campaigns — plus on-site support at client events.
- Hold brand consistency across the portfolio and support creative direction hands-on, checking finished work before release.
- Plan and run **paid social** for selected accounts and report results against client-set budgets.

Senior Account Executive | Jan 2023 – Dec 2023

- Executed content strategies for 15–18 accounts across multiple verticals, adapting messaging and creative to each.
- Built and ran publishing calendars for the full portfolio, sustaining consistent publishing across all channels.
- Coordinated strategy, design and production teams to deliver integrated campaigns to a fixed calendar.

Account Executive | Jan 2022 – Dec 2022

- Wrote creative briefs, key messages and scripts, converting brand objectives into direction design and production could execute without rework.
- Executed basic to intermediate design and edits personally — post and story assets, resizing, layout and retouching — working in Canva alongside the design team.
- Managed multiple accounts and planned content calendars across platforms.

Community Manager | Aug 2021 – Dec 2021

- Ran day-to-day community management across brand channels, handling comments, enquiries and negative sentiment in brand tone of voice.
- Ran social listening and sentiment monitoring, feeding voice-of-customer insight into content decisions.

Bank Teller | Fransabank SAL, Beirut, Lebanon | Nov 2016 – Jan 2022

- Handled high-volume client transactions to branch procedure in a regulated financial institution, where accuracy and confidentiality were hard requirements.
- The final months overlap the start at Reelly — a planned, continuous transition into marketing.

EDUCATION

Bachelor of Business Administration · Saint Joseph University (Université Saint-Joseph), Beirut, Lebanon · 2012–2015

LANGUAGES

Arabic — native **English** — fluent **French** — fluent **Spanish** — elementary

ADDITIONAL

- **Location** based in Beirut, Lebanon with the right to work in Lebanon. Four years of remote, cross-border delivery for a Dubai employer and clients across the Gulf and East Africa.
- **Travel** available for travel across the Middle East and Africa.
- **Portfolio** campaign portfolio available on request.