

FARRAH ELARABY

BEAUTY FANATIC

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EDUCATION

| BACHELORS DEGREE

New York University
Media, Culture & Communication
2015 - 2019

| ONLINE COURSE

New York University
Social Media Marketing Analytics
Nov 2020 - Dec 2020

CERTIFICATIONS

| MAKEUP ARTISTRY DIPLOMA

Nina Makeup Academy
Extensive Makeup Program
Feb 2018 - March 2018

SKILLS

Copywriting

Photoshop

Social Media Management

Photography

MS Office

Adobe Creative Suite

Influencer Research

Makeup Application

Beginner SEO & Google Analytics

Social Content Creation

WORK EXPERIENCE

BEAUTY INTERN

Source Beauty Egypt / Jan 2021 - March 2021

- Built and wrote two CRM beauty articles per week on the Source Beauty Blog, with an 85,000 person following
- Pitched beauty ideas with makeup trends in mind
- Optimized keywords and meta descriptions using the Wordpress Yoast SEO

MARKETING INTERN

Oribe Hair Care / Jan 2020 - June 2020

- Assisted in the planning & execution of the Amazon storefront digital marketing initiatives, optimizing product pages to increase brand awareness and boost sales
- Organized and executed the distribution of marketing materials and products to warehouses, field sales and clients

FREELANCE PR ASSOCIATE

Chanel / Nov 2019 - Dec 2019

- Created a highly organized, color-coded MS Office system to note and keep track of PR gifts for VIP clients
- Supported head PR team in strategizing efficient delivery of 300+ gifts within deadline

MARKETING ASSOCIATE

Doucce Cosmetics / May 2019 - Nov 2019

- Facilitated scheduling and publishing on brand Instagram account with a 40,000+ follower count and drafted monthly content calendars
- Collaborated with influencer relations manager to help expand influencer outreach
- Identified emerging social and beauty trends & new content inspiration

COMMUNICATIONS INTERN

The Qode, Dubai, UAE / May 2018 - June 2018

- Wrote and distributed a press release for Sephora UAE
- Researched and aggregated lists of hundreds of local social media influencers for campaigns
- Brainstormed marketing strategies and potential campaigns for clients in the beauty/fashion industry including Givenchy and Moda Operandi