



CHARBEL LAHOUD

PHOTOGRAPHER - DESIGNER - SOCIAL MEDIA MANAGER - ARCHITECT

CONTACT

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- Aaatchaneh,
Mount Lebanon, Lebanon

SOFTWARE

Photoshop	
Lightroom	
AutoCad	
SketchUp	
Lumion	
MS Office	
Revit	
3D Max	

CORE SKILLS



PROFILE

A creative and passionate professional with over 5 years of experience and varied expertise in photography, graphic design, social media management and architecture. Skilled in the production of high quality design concepts and strategies with the ability to master Photoshop, Autocad, Sketchup, Lumion... for the successful creation of new ideas and concepts, the development of interactive designs and redefinition of design briefs.

WORK EXPERIENCE

SOCIAL MEDIA SPECIALIST

2020 - Present

Spexal / Lebanon

- Design and implement social media strategy to align with business goals
- Perform research on current benchmark trends and audience preferences
- Collaborate with other teams, like marketing, sales and customer service to ensure brand consistency

SOCIAL MEDIA MANAGER / CREATIVE DIRECTOR / PHOTOGRAPHER

2019-2020

Edward Arsouni Couture/ Lebanon

- Build and execute social media strategy through competitive research
- Create editorial calendars and syndication schedules
- Generate, edit, publish and share daily content (original text, images, video or HTML) that builds meaningful connections and encourages community members to take action
- Communicate with followers, respond to queries in a timely manner and monitor customer reviews

SOCIAL MEDIA MANAGER / PHOTOGRAPHER

2015-2017

Ayady Chocolate/ Lebanon

- Image retouching (Photoshop, Lightroom ...)
- Graphic designing; for business cards, banners, logo and store sign.
- Set up and optimize company pages within each platform to increase the visibility of company's social content

SOCIAL MEDIA ACCOUNT OWNER / PHOTOGRAPHER 2016 - Present

AngryKingdomtraveller/ Lebanon

- Event photography (first communions, concerts, private events ...)
- Designed and sketched concepts. Artistic / Editorial / Conceptual Photography
- Incorporate new technologies/techniques in an effective dynamic manner to reach a variety of audiences while capturing and creating visuals that communicate mood, emphasis, insight, viewpoint and similar visual impressions.



CHARBEL LAHOUD

PHOTOGRAPHER - DESIGNER - SOCIAL MEDIA MANAGER -
ARCHITECT

LANGUAGE

Arabic	
English	
French	

EDUCATION

- **BACC II DEGREE IN SOCIOLOGY AND ECONOMICS (SE),** 2014-2016
COLLÈGE MARISTE CHAMPVILLE, DIK EL MEHDI
- **BACHELOR OF ARCHITECTURE,** 2016-2020
Holy Spirit University, Kaslik

EXPERTISE



CERTIFICATIONS

- **GRAPHIC DESIGN - VISUAL AND GRAPHIC DESIGN**
[HTTPS://ALISON.COM/](https://alison.com/)
- **DESIGN - APPLYING DESIGN PRINCIPLES**
[HTTPS://ALISON.COM/](https://alison.com/)
- **DIPLOMA IN DIGITAL PHOTOGRAPHY**
[HTTPS://ALISON.COM/](https://alison.com/)

SOCIAL EXPERIENCE AND HOBBIES

- RESPONSIBLE AND MEMBER IN AN INTERNATIONAL MARIST YOUTH GROUP "GVX".
- FUNDRAISING EVENT PLANNING IN COLLABORATION WITH THE ASSOCIATION "BONHEUR DU CIEL".
- DIGITAL ART / EDITING / PHOTOGRAPHY
- ARCHITECTURAL MODEL BUILDING
- CAMPING / HIKING
- DRAWING / SKETCHING
- ZOMATO REVIEWER 'FOOD KINGDOM TRAVELLER'
- CHESS