
ZEINA FARHAT

New York, NY • (513) 509-6152 • zeinanfarhat@gmail.com • linkedin.com/in/zeinafarhat

Social Media Director

Creative and future-focused social media expert with 7+ years of experience revitalizing digital strategy across finance and tech. Known for bold ideas, creative spirit, and concepting brand's top-performing social series—grew social engagement by 28% in 2022 and 23% in 2023 through platform-native execution.

WORK EXPERIENCE

BLOOMBERG • New York, NY • 01/2022 - Present

Team Lead, Organic & Paid Media

- Lead a global team of 7 paid strategists across social, search, display, ABM, and employee advocacy.
- Oversaw 150+ digital campaigns in 2024 across B2B financial services, driving \$4M+ in revenue and 1080% ROI through high-quality MQLs.
- Lead a multi-stakeholder content strategy grounded in market-moving events, developed in close collaboration with market specialists, product managers, news editors, and marketing managers to ensure vertical relevance and cross-platform consistency.
- Collaborate cross-functionally with Sales, Legal, Web, Procurement, and Risk to align messaging, ensure compliance, and streamline new technology and vendor onboarding.
- Built and launched full digital operations infrastructure within 6 months, reducing campaign turnaround times by 40% and improving creative delivery consistency across teams.

Social Media Manager

- Managed 10 brand handles and a 5M+ audience across LinkedIn, X, Instagram, Facebook, and YouTube, growing engagement by 28% in 2022 and 23% in 2023 through platform-native, vertical-first content strategies.
- Created and led Bloomberg Pro Tips and Office Reels—two of Bloomberg's most successful organic video series to date—driving a combined 4.6M+ impressions and 1.4M+ views, and contributing over 20% of all brand channel impressions since 2022.
- Launched scalable, audience-first social content aligned to key business lines and campaigns, with an emphasis on repeatable, educational storytelling and close collaboration with internal partners including Customer Support.

FRED & FARID • New York, NY • 03/2020 - 01/2022

Senior Social Media Strategist

- Led Rémy Martin's US social strategy, managing 2M+ followers and driving a 300% engagement lift and 50% YoY increase in share of voice among competitors in 2021.
- Contributed to award-winning campaigns for Rémy Martin, including "Team Up for Excellence" (Cannes Lion) and "Voices from Harlem" (D&AD Bronze Pencil).
- Directed social and influencer strategy for ClientEarth's #PlaylistsForEarth campaign, featuring Coldplay and Glass Animals—earning 100M+ organic impressions and major media coverage in Pitchfork, NME, and more.

Social Media Strategist

- Supported account director in leading interagency teams to execute omnichannel campaigns for Rémy Martin and Stella Artois.
- Collaborated across media, PR, and experiential teams to deliver cohesive brand experiences.

CSM SPORT & ENTERTAINMENT • New York, NY • 06/2018 - 03/2020

Integrated Marketing Coordinator, Social & Content

- Supported Lenovo's paid and organic social media efforts, including content creation, platform management, ad campaign execution, social listening, and reporting for Lenovo ThinkStations across X, LinkedIn, and Instagram.

EDUCATION

BACHELOR OF ARTS IN PUBLIC RELATIONS, MINOR IN ADVERTISING

XAVIER UNIVERSITY • Cincinnati, OH • 08/2014 - 05/2018

Recipient of the President's Award for Excellence in Leadership

SKILLS

Adobe Creative Suite, Analytics & Optimization, CM360, Creative Development, Cross-Functional Collaboration, Digital Strategy & Execution, DV360, Google Analytics, Hive9, SA360, Semrush, Sprinklr, Team Leadership