

FARAH ABU-HANTASH



ABOUT FARAH

Community growth leader who believes that as technology accelerates, genuine human connection matters more than ever. As Community Director at Yelp, built event campaigns that turned everyday interactions into real relationships between people, and between people and the businesses they love. I see community not as a marketing channel, but as the thing that makes brands feel human. A space where people feel seen, heard, and connected to something bigger than a transaction.

LINKEDIN

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EDUCATION

2013-2018

Bachelor of Science in Marketing & Marketing Management

Florida International University
Miami, FL, USA

SKILLS

- End-to-end Event Production
- Team Leadership
- Sponsorship Acquisition
- Budget Management
- Vendor Sourcing & Negotiation
- Social Media Strategy

TECHNOLOGY

- Sprout Social + Later
- Asana + Notion
- Canva + Adobe Creative Suite
- Mailchimp
- Google Workspace

LANGUAGES

- English (*Native*)
- Arabic (*Native*)
- Spanish (*Proficient*)

WORK EXPERIENCE

Yelp | Miami, FL | 2021-2026

Community Director / Senior Community Manager / Community Manager

Yelp is the leading local business platform connecting consumers with trusted reviews and recommendations. I led community engagement, partnerships, and experiential marketing for the Miami market.

- Promoted 3x in 5 years (Community Manager → Senior Community Manager → Community Director), taking on expanding ownership of community strategy.
- Grew Miami's 1,500+ member Yelp Elite community from Stage 3 to Stage 4, driving YoY engagement growth and revitalizing the Elite All-Star program.
- Negotiated Yelp Miami's annual South Beach Wine & Food Festival (SOBEWFF) partnership, generating ~\$500K in annual in-kind media value through PR, social, and Elite ticket-trade programs.
- Created Yelp's first national partnership with Simon Malls; managed brand partnerships with San Pellegrino, Cirque du Soleil, and Museum of Ice Cream.
- Produced 145+ events and activations (up to 200+ attendees), owning a \$2K monthly budget across vendors, staffing, and full event production.
- Led Yelp Miami's Instagram content strategy, consistently ranking among Yelp's top-performing markets for engagement.
- Built partnerships with top Miami hospitality PR agencies, influencers, and media, producing creator experiences like the Miami Dinner Series and driving press coverage for Yelp and local businesses.
- Member of Yelp's national Graphic Design Committee; mentored 4 interns and 2 Community Managers.

Bumble | Miami, FL | 2019-2021

Regional Event Manager

Bumble is a social network helping people build healthy relationships. I led event marketing and community strategy for the Miami-Fort Lauderdale market.

- Developed Bumble's Miami event marketing strategy, producing 36 events in 12 months to drive brand awareness and community engagement.
- Built partnerships with local influencers, public figures, and artists across Greater Miami to expand Bumble's community reach and brand visibility.