

Hadia Khoury

• Lebanon

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Objective

I have a passion and comprehensive understanding of today's relevant digital disciplines, with sufficient technical understanding across social platforms, web and mobile to help businesses grasp opportunities on a strategic level.

I've provided training to graphic designers and junior social media executives throughout the organization on best practices for creating, managing, monitoring, and developing content for social networks. I'm looking for a new and exciting challenge to pave my career.

Education

June 2007

Awarded Fall 2011

Lycée Franco-Libanais

ALBA (Academy Libanaise des Beaux Arts) University of Balamand / Advertising

Skills

Adobe Illustrator

Adobe Photoshop

Adobe InDesign

Flash, After Effects

MS Office

Competent

Competent

Competent

Still learning

Good knowledge

Experience

Communication consultant / IECD- Lebanon

Nov 2017- July 2018

Developing, communicating and implementing growth strategies and successful processes, upgrading networking among beneficiaries, build a communication strategy for IECD and SDA, developing new printing material for ETPE, developing a communication tool for the club entrepreneur, built a process for the IECD team to properly document their activities, and give training to IECD/SDA staff on picture-taking and testimonies, build supported tools for social media for all project, build a database of the networks related to IECD beneficiaries and potential beneficiaries, build a database of the media contact, give training to beneficiaries on online marketing and FS Marketing

Head of advertising team / Bolt media USA- Lebanon

March 2016- Nov 2017

Developing, communicating and implementing growth strategies and successful processes.

Proposal Development, Proof of Concept / Product Presentation, Digital and Commercial Negotiation, Client Satisfaction / Relation Management.

Conceptualize & develop integrated marketing campaigns, including: Online, outdoor, publicity, social media strategy & content, online content and media buys.

Identify potential opportunities & partners & establish contact.

Relationship building & maintenance with local and regional clients.

Senior social media executive/ Limescent SARL

Aug 2015– Apr 2016

Monitoring a team of 6 community managers, 2 programmers and 2 graphic designers.

In my role at Limescent, I work with clients across the Mena region to enable them to see beneficial and measurable results on Facebook, Twitter, YouTube, LinkedIn and Instagram through the Limescent Cloud technology.

Being an extremely passionate individual, the client's troubles are my own, and believe that a successful relationship is one where both parties WIN!

I had a good experience recruiting fabulous people by sharing knowledge and experience constantly to make them better in what they do best.

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Junior community manager/ Publiscreen Online SARL

Jan 2013– Aug 2015

Having worked with some of the biggest social brands in the MENA region, I fully believe in the power of technology and have worked closely with several clients to increase their reach and engagement metrics, and action the full benefits of Social CRM.

Communicated upcoming and ongoing promotions to Marketing Representatives as well as coordinating media campaigns locally to maximize efficiency.

Made sure the media plans have been booked and executed as ordered.

Junior Graphic designer at NAR Computers Showroom.

March 2011 – Dec 2012

Responsibilities: Creation and coordination of the different range of products of the company, packaging design and maintenance of the e-newsletter for customers and promotions.

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Languages

Fluent in Arabic, English and French.

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Activities

Music ,Theater, Cinema, painting, art craft, reading, stop motion and cooking.

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