

**Personal Information**

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**Date of birth:** April 27<sup>th</sup>, 1986**Marital status:** Single**Nationality:** Lebanese**Work Experience**

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| <b>▪ November 2017 – Present</b>   | <b>Head of Digital</b>  | <b>Makhzoumi Group</b>  |
| <ul style="list-style-type: none"><li>• <i>Managing Makhzoumi Group Digital team, 5 entities (Makhzoumi Foundation, Beirutiyat, Dialogue youth, National Dialogue Party, Forum for National Dialogue, Mountada Al Hiwar Al Islami)</i></li><li>• <i>Collaborate with internal teams to ensure brand consistency</i></li><li>• <i>Training Staff, Volunteers, and candidates of the electoral campaign and their teams to use digital technologies</i></li><li>• <i>Leading Fouad Makhzoumi and Lebneen Herzen (of 9 Candidates) Digital Electoral Campaign</i></li><li>• <i>Design and implement company digital strategies within budget requirements</i></li></ul>   |                         |                         |
| <b>▪ 2012 – October 2017</b>   | <b>Account Director</b> | <b>Think Media Labs</b> |
| <ul style="list-style-type: none"><li>• <i>Work with clients to create a social media strategy that collaborates with marketing, PR and advertising campaigns, research top influencers, competitors, and trends in clients' industries.</i></li><li>• <i>Monitor sites for customer service opportunities and initiate conversations on behalf of the client.</i></li><li>• <i>Analyze and report social media actions on a monthly basis.</i></li><li>• <i>Work with teams to create a solid branding message that's reflected across the client marketing materials, social media content and shared by employees</i></li><li>• <i>Explore and identify ways to integrate social media into our client's business strategies and marketing campaigns</i></li><li>• <i>Develop successful sales strategies and proposals. Assist in social media pricing.</i></li><li>• <i>Develop and make effective sales presentations</i></li><li>• <i>Define key performance indicators and collaborate with our in-house data analysts to implement enterprise level measurement and reporting methods to gauge success</i></li><li>• <i>Develop social media calendars and plans</i></li><li>• <i>Direct and assist in social media implementation</i></li><li>• <i>Provide strategic direction for social media community managers</i></li><li>• <i>Ensure that the agency and its clients stay on top of emerging social media trends</i></li><li>• <i>Benchmark our clients' competitors' social programs</i></li><li>• <i>Continually and proactively bring new social media ideas, strategies and proposals to our clients</i></li><li>• <i>Manage online communities</i></li><li>• <i>Mobile Application Project Manager</i></li><li>• <i>Facebook Application Project Manager</i></li><li>• <i>Help concept highly creative social media content</i></li></ul> |                         |                         |

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|---|-----------------------------|--|-------------------------------------|
| ▪ | <b>2011 – 2013</b>          | <b>Freelancer</b>  |                                     |
|   |                             | <ul style="list-style-type: none"><li>• <i>For GMS and Microsoft Team and other projects</i></li></ul>   |                                     |
| ▪ | <b>2010 – 2011</b>          | <b>Public Relations Manager</b>  | <b>GMS - Global Market Solution</b> |
| ▪ | <b>2009 – 2010</b>          | <b>Media Executive – Copywriter</b>  | <b>IFP</b>                          |
|   |                             | <ul style="list-style-type: none"><li>• <i>Event organizing</i></li><li>• <i>Media Executive for Beirut Jewelry week 2010</i></li><li>• <i>Project Lebanon 2010</i></li><li>• <i>GSR International conference</i></li><li>• <i>Copywriting websites and press releases</i></li></ul> |                                     |
| ▪ | <b>2009</b>                 | <b>Project Manager</b>   | <b>Builtec Corporation</b>          |
| ▪ | <b>2007 – 2009</b>          | <b>PR Coordinator</b>  | <b>Beylouny Group</b>               |
| ▪ | <b>2006 – 2007</b>          | <b>Advisor</b>   | <b>Al-Tilal, NGO</b>                |
|   |                             | <ul style="list-style-type: none"><li>• <i>Advisor for rural citizen and assisting them in many courses</i></li></ul>  |                                     |
| • | <b>2006</b><br><b>Staff</b> | <b>Order Taker</b><br><b>Fakra Club</b>  | <b>Terre Brune Hotel Chief of</b>   |
| • | <b>2005</b>                 | <b>Public Relations</b>  | <b>Mom’s product</b>                |
| • | <b>2003 – Present</b>       | <b>Network Marketing</b>   | <b>Herbalife</b>                    |

## Education

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- **2007 – 2009** Masters in Information & Communication ***Saint Joseph University***
- **2004 – 2007** Bachelor of Art in sociology and anthropology ***Saint Joseph University***
  - *Public Relations - Enterprise Sociology and Public Relations*
- **2004 – 2001** Secondary classes ***Lycee Amchit***
- **2001 – 1989** Complementary and primary classes ***Rosary Sisters School***

## Computer Skills

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Full computer literacy, Excel, Microsoft office word, Power point, Outlook

## Languages

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- Arabic: Mother tongue
- English: Fluent
- French: Fluent

## Activities and other interests

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Music – Karting – Travelling – Basketball- Football

## References

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*Available upon request*