



## Nader Houella

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Beirut, Lebanon  
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**Personal Information:** Lebanese, born in 1984 – more than eight years of professional experience.

**Objective:** Seeking to add quantifiable, sustainable value to through the tasks that I deliver and the teams that I lead in the fields of business, marketing, and communication

- Compiled and wrote the book ‘Green Business Handbook’, a sustainability guide for SMEs.
- Wrote more than 30 articles in two leading business magazines, in Arabic and English on the topics of marketing, branding, sustainability, CSR among others
- A holder of an MBA with an emphasis on Marketing and a BA in Communication Arts from the Lebanese American University and awards from organizations such as World Health Organization, Basil Fuleihan Foundation, UNDP and Rotary International.
- Current President of the Rotary Club of Metn Gate, Lebanon

### Main Awards and Certificates:

- 2006: UNDP and World Bank: Winner: “Lebanon Development Marketplace” Award
- 2007 and 2008: Basil Fuleihan Foundation: Winner: “Basil Fuleihan Good Governance Award” National Research Competition
- 2008: World Health Organization: Winner: Journalist Award. 1<sup>st</sup> rank
- 2012: SMOL: Social Media Out Loud, Nahar Al Shabab, Beirut
- 2014: Mediterranean Rotaract Award for the Service Project: Water Filtration in Public Schools

### Education:

2013-2014: American University of Beirut  
Project Management Certification

2012: Lebanese American University  
Master of Business Administration. Emphasis: Marketing

2008: Lebanese American University  
B.A in Communication Arts. Emphasis: Journalism

**Languages:** Fluent in reading, writing and speaking Arabic and English languages. Basic knowledge of German

**Key skills and competencies:** Strategic planning, leadership, event planning, research and needs assessment, writing for news and business, team leading and public relations.

**Computer Skills:** Microsoft Office (Word, Publisher, PowerPoint, Excel, Access, Outlook), Google Docs, Google Ads. Basic knowledge of Adobe Photoshop and Illustrator programs.

**Hobbies:** Community work, public speaking, story writing, researching, mentoring, and tutoring.

## Professional Experience:

March 2017 – December 2018:

### **SETS International:** Senior Communication Officer

- Conducted an internal communication and marketing assessment of the company, identified gaps and applied plans accordingly.
- Conducted multimedia internal and external communication tasks to expose the company's projects, values and brand identity in Lebanon and the region.
- Organized the company's annual internal and external events for a variety of clients and partners.
- Managed the company's social media platforms in terms of content and engagement, monitored trends, competitor profiles and benchmarked performance using KPIs and data analytics.
- Improved the internal communication procedures and standards within every department and between senior management and various employee levels.
- Prepared a standardized internal and external communication protocol for the company.
- Developed a web strategy and coordinated the design and wrote the content for the new company website [www.setsintl.net](http://www.setsintl.net)
- Organized, promoted and implemented various company events: annual dinner, clients' dinner, staff gatherings and the company's participation in corporate football tournaments.
- Wrote and produced the company's internal and external newsletters.

May 2016 – January 2017

- **United Nations Development Program:** Communications Consultant
  - Coordinated a UNDP-funded program with the Ministry of Social Affairs
  - Gathered data, coordinated with researchers and translated research documents from English to Arabic and vice versa.

April 2015 - April 2016:

- **Makassed Association:** Consultant to the President for Media and Communications
  - Presented short-term and long-term strategic communication plans in support of the association's marketing and communication strategy.
  - Worked closely with the association's CEO in preparing the phases for re-branding and annual communication plan to different audiences.
  - Prepared fully branded, customized and targeted presentations and briefings for different audiences.
  - Provided an annual strategic digital and social media plans for various platforms.
  - Collaborated with the events' team to organize the association's annual fundraising dinner.
  - Designed and prepared the association's newsletter.
  - Prepared press releases and articles for online and offline content.

October 2014 – June 2015:

- **Lebanese International University:** Instructor of Marketing, Business, and Consumer behavior
  - Taught four courses: Marketing theory and principles, Consumer behavior, Customer service management and Introduction to the World of Business
  - Prepared lesson plans and exams for more than 200 students across two semesters

May 2010 - June 2014:

- **Infopro (Business Information Providers):** Project Manager, Sales Representative
  - Managed, marketed and promoted the ‘Green Business Initiative’, a CSR project, going through the full marketing mix and advertising campaigns.
  - Coordinated and organized the ‘Green Business Opportunities’ conference and exhibition in June 2011 and 2012 and February 2014.
  - Utilized direct and personalized marketing based on customer segmentation to sell advertising space in the Lebanon Opportunities magazine and website.
  - Wrote the ‘Green Business Handbook’ (150+ pages), attracted \$50K+ in sponsorship
  - Wrote more than 30 articles in the leading ‘Lebanon Opportunities’ business magazine on various marketing, branding and sustainability topics and “Al Iktissad Al Lubnani Wal Aarabi” in Arabic
  - Wrote content for all promotional and informational material including web content, newsletters, press releases, and fact sheets.
  - Wrote business news pieces on the [www.businessnews.com.lb](http://www.businessnews.com.lb) website.
  - Secured the support of more than 100 local private companies, attracted more than \$30,000 in B2B.

August 2008 – May 2010:

- **Endemol Middle East Media Productions:** Sales and Marketing Executive
  - Led the marketing and advertising campaign efforts of entertainment TV shows to a variety of candidates and corporate stakeholders throughout the GCC region
  - Coordinated the production and sales processes of entertainment TV programs to the profit and non-profit sectors in Lebanon and the GCC region
  - Identified CRM plans for the television program targeting different audiences.
  - Managed the accounts of more than 10 media suppliers.
  - Promoted the television programs on the Facebook social media platform.
  - Took part in setting the program’s regional public relations strategy for Lebanon and the GCC.
  - Took part in the on-ground execution of reality programs in Studio Vision studios.

June 2007 – June 2008

- **Lebanese Ministry of Youth and Sports, European-Mediterranean Youth Unit**  
Communications and Marketing Officer
  - Set and executed media and communication plan for the unit.
  - Organized events and promoted the unit in up to 12 Lebanese universities.

## Extracurricular Experience:

2015 until present: President of the **Rotary Club of Metn Gate** (Part of Rotary International)

2003 - 2015:

- **The Rotaract Club of Beirut**

- President for the year 2013-14, leading a team of 20 members.
- Organized fundraising events, conference, and seminars.
- Gave training on leadership, social media, communication skills, and project management.
- Wrote and published the 'Rotaract Code of Ethics' to multiple clubs
- Received the Rotary Youth Leadership Award (RYLA), among others.

2002 - 2007:

- **Lebanese Red Cross - Youth Department: [www.redcross.org.lb](http://www.redcross.org.lb)**

- Planned and executed a variety of charity and social activities
- Member of the central public relations committee.
- Represented the Red Cross in cultural-exchange programs in Norway.

2005-2008:

- **2007: European-Mediterranean Partnership, Beirut:** Represented Lebanon in France, Germany and Egypt in inter-cultural Euro-Med sponsored events.
- **2007: The British Council, Beirut:** Represented Lebanon in Cambridge, Manchester, and Tunis in inter- cultural youth projects.
- **2007: Oxfam, Sydney, Australia:** Represented Lebanon in the "Oxfam International Youth Partnerships 2007" in Sydney, Australia.
- **2007: Ministry of Finance, Beirut:** Three months' internship: Proposing projects and presenting reports to the Minister in person during 2007
- **2006: Nahar Al Shabab Foundation, Beirut:** Member of the world's first youth shadow government: The Lebanese Youth Shadow Government. Position: Shadow Minister of Finance.

## Other Professional Activities and Awards:

- December 2016: Gave a training workshop on social media to a regional audience for the Center for Public Health Practice Faculty of Health Sciences American University of Beirut.
- July - August 2016: Provided marketing and communications consultancy for Social Media Exchange (SMEX), a Lebanese-based digital advocacy house

**References: Available upon request**