

Anastasia EL RASSI

■ EXPERIENCE

Client Servicing Manager - TRACCS PR Agency | June 2017- Present

Senior Client Servicing Executive -TRACCS PR Agency | September 2015 - May 2017

- Build communication strategies
- Crisis management
- Media relations
- Event management
- Draft and translate communication materials (press releases, feature articles, interviews, biographies, speeches, etc.)
- Build PR and CSR campaigns ideas
- Social media management (content creation and social media advertising)

Clients (not limited to): adidas, himaya NGO, flydubai, Samsung, Spinneys, Berytech etc.

Editor and Translator - Sharjah24 (www.sharjah24.ae) | May 2015 - August 2015

- Track news on various news agencies such as AFP and Reuters
- Write / edit news in Arabic language
- Translate from English/French/Russian into Arabic
- Work on the backoffice of the website to publish news along with corresponding visuals/videos

Journalist at Mediaquest - Communicate Levant magazine | October 2013 - April 2015

- Write the articles for the monthly Communicate Levant magazine, including news, cover stories, features, in depth articles, etc.
- Choose the visuals in coordination with the design team
- Conduct monthly interviews
- Update the website and social media of the magazine

Social Media Content Manager & Copywriter at Trace Media Company (Digital TM department) | February 2013 - October 2013

- Manage the social media accounts of the company's publications (Telecom Review, Teknotel, ArabWheels, Weddings)
- Translate articles from English to Arabic for Teknotel magazine

Copywriter at WAKPOT Advertising Agency | September 2010 - February 2013

- Content creation for advertising campaigns, brochures, flyers, websites, radio spots, TVCs, slogans, social media platforms, etc.
- Translate from/to French, English and Arabic

Editor of www.toofoola.com Website | April 2011-April 2015

- Write articles for the website in Arabic and English
- Translate articles from English into Arabic
- Manage the backoffice of the website
- Manage the Facebook page of the website

Freelance Translator| December 2007 - Present

Sworn translator since January 2016

- Translation of general and specialized content in four languages (Arabic, French, English, Russian)

Private Tutor (Three Languages +Sciences + Math) | September 2008 - September 2013

Volunteer at « 6 èmes Jeux de la Francophonie » with the OIF « Organisation Internationale de la Francophonie » | May 2009 - October 2009

- Organization of the opening and closing ceremonies
- Accompany the participants of one of the categories during their stay in Lebanon

CONTACT



Lebanon, Awkar



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11/07/1989



Lebanese / Ukrainian



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SKILLS

- Communication strategies
- Copywriting / Editing / Translating (Arabic, English, French, Russian)
- Event management
- Media relations
- Social media content creation and community management
- Social media advertising

■ EDUCATION

Saint Joseph University / Faculté des Lettres et des Sciences Humaines, Beirut, Lebanon
2011 - 2014: Masters in Journalism and PR Communication.

Saint Joseph University / École de Traducteurs et d'Interprètes de Beyrouth, Lebanon
2007 - 2010: B.A. in Languages and Translation.

Notre Dame des Apôtres , Rawda
1993 - 2007: Lebanese baccalaureate (Sciences Vivantes).

■ COMPUTER SKILLS

- Microsoft office - Adobe Indesign - Wordpress

■ LANGUAGES

- RUSSIAN (Spoken, written, read: fluent)
- ARABIC (Spoken, written, read: fluent)
- FRENCH (Spoken, written, read: fluent)
- ENGLISH (Spoken, written, read: fluent)
- SPANISH, with DELE B2, diploma of Spanish as a foreign language (Spoken, written, read: good)