

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 have managed and consulted companies in their efforts to capture opportunities.

I've mentored and 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

Lycée Franco-Libanais

Awarded Fall 2011

ALBA (Academy Libanaise des Beaux Arts) University of Balamand /Graphic design BFA

Skills

Adobe Illustrator

Competent

Adobe Photoshop

Competent

Adobe InDesign

Competent

Flash, After Effects

Still learning

MS Office

Good knowledge

Experience

Communication specialist / IECD- Lebanon

Nov 2017- till now

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 / Bolt media USA- Lebanon

USA experience

Apr 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.

Follow up on all aspects of campaign execution: from media bookings to artwork creation & approvals.

Launch & management of the company's website.

Project manager, Team leader/ Limescent SARL

Sep 2014– Apr 2016

Monitoring and managing a team of 4 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, my 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.

Senior community manager/ Publiscreen Online SARL

Jan 2012– Aug 2014

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.

Evaluated the campaigns and comparison with end results (Post evaluation)

Daily communication and reporting

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.

Marketing Coordinator at NAR Computers Showroom.

March 2011 - February 2011

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.

Main Freelance Projects

Freelancer/Graphic Designer/Marketing Communications and Specialist/Event planner at Boukhalil

November 2011 –Till now

Project name بلا ولا شي

Facebook Link to garage sale

Balawalachi garage sale

Interview on MTV (bloc note) <http://www.youtube.com/watch?v=pr54hWWwzKo>

Prizes

2004 Fabiano first prize map of the world

2006 Art exhibition women's rights

2011 First prize/ Final project evaluation ALBA

Languages

Fluent in Arabic, English and French.

Activities

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

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