

# SELIM NJEIM

Digital Content Strategist - Communications Consultant - Media Maker

selim.njeim@gmail.com

+961 (76) 185-561

Beirut, Lebanon

## EDUCATION

2014 **LEBANESE AMERICAN UNIVERSITY (LAU), SCHOOL OF ARTS & SCIENCES, BEIRUT**  
**B.A., COMMUNICATION ARTS/JOURNALISM, Magna Cum Laude**

2012 **WASHINGTON UNIVERSITY IN ST. LOUIS, ST. LOUIS, MO**  
**One-year, non-degree exchange program, focus on Comparative Digital Media & Society Studies**  
*U.S. Department of State Alumnus & Scholarship Fellow; Recipient of study/travel grant to attend a 2-semester, full-time university program in the United States*

## LANGUAGES

**Native Arabic** (reading, writing, speaking); **Native American English**; **Native-level fluency in French**; **basic Spanish**.

## PROFESSIONAL EXPERIENCE

**Mirum MEA, Beirut (part of JWT and WPP network)**

**Digital Content Strategist (Client Relations, Online Media & Business Development)**

April 2016 – Current

**Major achievement:** Helped bring 5+ pieces of new business to Mirum in less than 1.5 years – the business value of which cannot be disclosed as per WPP policy. Worked on award-winning campaign (content and digital marketing) in 2017.

- Manage 6 Beirut accounts (touch Lebanon, BLC Bank, L'Oréal Paris Levant, Garnier Levant, Bankmed & ABC sal) and consult on regional projects (Dubai, KSA, Jordan – including but not limited to Royal Jordanian, Expo 2020, London Dairy Middle East, National Bonds, Special Olympics)
- Consult clients on the best ways to make use of Online Advertising (Google Display Network, Facebook, YouTube, Snapchat, LinkedIn, and Twitter ads)
- Conceptualize, build and streamline the execution of digital campaigns and content strategies that buttress brands' online image campaign creation, delivery and support.
- Execute online campaigns quickly and efficiently all the while providing sales, creative, and technical consultation
- Identify new business opportunities through adapting digital content and digital marketing strategies to client needs and KPIs; adopt a business development approach while dealing with clients
- Lead on the production of client sales pitches (digital strategy & online media sections) for Beirut, Dubai and lately KSA from initial ideation till delivery
- Manage a team of two junior account handlers, 4 designers, and 3 community managers
- Set the department's content and online media schedule; incorporate the latest digital trends into content calendars and client digital campaigns
- Communicate with clients on a daily basis, receive and dissect briefs, and channel feedback to the writers, designers, developers, and online media specialists
- Utilize online dashboards for real-time reporting, combining data from AdWords, GA, DS and Social
- Share quantified data and reports based on insights, strategies, and optimizations with clients

- Act as the agency's de-facto Digital Content Manager by developing smart, digitally native content, ensuring the respective brands' tone of voice is kept; advise on the most effective and strategic ways clients can make the best of the latest digital content trends
- Deliver relevant, personalized and shareable content that has a cumulative effect, resonates, and contributes to audience building.

### **Freelance in Content Creation & Media Strategy (Beirut/Dubai/Riyadh)**

January 2011 – Present

**Major achievement:** Consulted on media buying, delivered creative, engaging, relatable and trendy content to clients; uplifted website copy, implemented SEO strategy, and gave a clear, consistent voice to multiple brands.

### **Diwanee, Beirut, Lebanon & Dubai, UAE**

#### **Digital Strategist & Editorial Stream Lead (Short-term contract)**

January – February 2016

**Major achievement:** Conceptualized, set up and rolled out the digital strategy (including a 360 integrated communications plan) on a top-priority project for the Government of Dubai, the name of which cannot be revealed as per Diwanee policy.

- Oversaw the creation of the project's digital identity and online ads & weighed in on the website's and mobile application's UX & UI.

### **Al-Monitor, Beirut, Lebanon**

#### **Digital Communications Specialist & Copy-editor**

April – December 2015

**Major achievement:** Took the initiative to work on a new writers' relations strategy & submitted to the DC Editorial Board. The Board later approved and worked the strategy into the workbook.

- Led on writers' relations
- Fact-checked and copy-edited articles on political, security and cultural and social developments in the region; provided headlines and summaries
- Supervised and coordinated the translation/copyediting pipeline and ensured translations were accurate and done in accordance with the publication's style guide.

### **TRAININGS, CONFERENCES & CERTIFICATIONS**

Google AdWords Certified Professional (**in progress**)

Snap Ads in the MENA Region Training (**Snapchat**, November 2017)

Blueprint Live Session (**Facebook**, October 2017)

Pioneering Process 2.0, (**JWT Beirut**, September 2017)

Online Community Management & Development (**HootSuite**, March 2017)

Inbound Marketing Certified (**HubSpot**, January 2017)

Al Jazeera Media Network "Canvas Media in Context Hackathon", Doha (**Al Jazeera**, November 2014)

"Think, Lead, Plan": Turning Ideas Into Action Seminar, Morocco, (**US Department of State**, September 2013)

US Culture & Society in an Age of Digital Media Workshop (**US Department of State**, August 2012)

Leadership Skills & Micro-Project Management Workshop, (**Lebanese American University**, July 2011)