

TATIANA SKAF

Lebanon – Beirut – Mar Takla
Rue 23- Medlej Bldg.

PHONE: 9613443199
E-MAIL: tatianaskaf@gmail.com

EDUCATION

Executive Program for Emerging Leaders (Harvard University)	Kennedy School of Government	2013
Pathways to Democracy/ Summer Programme	Harvard University	2013
MA in Diplomacy and Strategic Negotiations (Faculte Jean Monnet / Sagesse University)	Universite Paris-Sud 11	2012
BA in Political Science	American University of Beirut	2007
BS in Biology	American University of Beirut	2005
Lebanese Baccalaureate in Experimental Sciences	College des Soeurs des Saints-Coeurs	2003

WORK EXPERIENCE

Communication Expert & Co-founder -Managing Partner at Trending Agency

January 2016- Present

- Our Communication Agency offers various services:
- Research: For every communication to be successful, we need to understand the client: researching, anticipating, analyzing and interpreting public opinion, attitudes and issues that shape and might impact the reputation, image, operations and plans of the client are the starting point.
 - Strategy & Design: a group of creatively driven researchers and strategists design modern purposeful communication solutions bridging the client to the world. The strategic planning might lead to campaigns as well as events creation and implementation covering classic and modern media outlets.
 - Design: Together with our graphic designers, illustrators, photographers and videographers; we design communication strategies to promote our clients image in the best possible way. Our in-house production team develops the content based on the pre-designed communication strategy to be promoted on all kinds of media outlets.
 - Media Relations: We help clients increase their visibility by gaining wider and more effective media coverage on classic and digital media outlets by fostering strategic relationships with journalists, TV, Radio anchors as well as digital influencers in order to build, protect and enhance their reputation through the media.
 - Social Media Management: we can manage, optimize, and grow every aspect of our client’s social media presence. Our strategies are based on observable metrics to be able to respond to the needs of our customers by delivering the content, information, and interaction needed to optimize their image and online presence.
 - Event Management: creating and developing large scale events which may include conferences, conventions, concerts, trade shows, festivals, ceremonies, activation campaigns and exhibitions whenever needed.
 - Training: customized trainings are tailor-made by certified trainers based on the client needs to ensure that our clients are equipped with the best needed communication tools.

Freelance Campaigner

July 2016- September 2016

- #LawChouMaSar Campaign**
- Foster strategic coherence, synergies and ensure collaboration with any potential partner which would be of added value to the campaign.
 - Liaise with key stakeholders to ensure effective planning, coordination and implementation of the activities in the respective city/ area. (Jounieh, Al Chouf, Byblos, Hammana, South , North, Bekaa etc...)
 - Facilitate the implementation of the activities following a participatory approach and engaging all concerned stakeholders – particularly the local partners as well as the Campaign volunteers and production team.
 - Contribute to the planning and implementation of the activities seeking to ensure that the project/awareness phase highlights Lebanese success stories, including women ,youth , entrepreneurs, start –ups etc...
 - coordinate with the production team to interview success stories to be promoted on the campaign’s social media outlets and track with the social media officer the campaign’s progress.
- National Apple Campaign** “ Kif Ma Kent B7ebak” of the Ministry of Agriculture & funded by Chamber of commerce of Beirut and Mount Lebanon.
- Women in Government Campaign** : which aims to empower women and involve them in the government to be formed soon ,in collaboration with Women in Front and the coalition of Women Empowement NGOs.

UNV with UNDP- LEAP (Lebanese Electoral Assistance Project)

February 2016- June 2016

- Assisting and supporting in the assessment and analysis of relevant data related to polling centers, stations, voters, candidates / supervising a team of five support staff for the preparation and organization of the municipal polls in Metn District.
- Assisting and supporting the preparation and organization of training programs and materials, thematic workshops, conferences, etc.;
- Providing support to voters wishing to check their information on the Voter Registration (VR);
- Responding to questions raised by callers and providing information on key aspects of the VR process or noting that the call will require follow-up by officials;
- Providing guidance and accurate information to voters on how to check and update the voter register;
- Receiving phone calls, emails or other means of queries from voters;
- Receiving, checking and processing candidate registration applications from candidates;
- Operating the candidate registration unit;
- Logging reports of all calls received, including filing any complaints made;
- Generating reports on the types and nature of phone calls received;
- Ensuring that the caller's concern is accurately recorded;
- Assisting the team with tasks related to the project as assigned by the Chief Technical Advisor.

National Project Officer with UNESCO (Net-Med Youth Empowerment Project) January 2015- December 2015.

- Provide expertise and ensure effective planning, coordination and close supervision of activities in the respective target country; facilitating the development, implementation, monitoring and evaluation of national action plans following a participatory approach, engaging all concerned stakeholders – particularly youth organizations – and on the basis of a contextual analysis identifying national and local needs.
- Liaise with key stakeholders in Lebanon and Syrian stakeholders in Lebanon (youth-led and/or youth-focused and other civil society organizations, Government Officials, UN system agencies, donors, media, etc.), as well as with UNESCO staff at Headquarters and in other Field Offices in the region, to ensure effective planning and implementation of the project.
- Contribute to the planning and implementation of actions particularly seeking to ensure that the project contributes to the empowerment of young women, as well as of youth belonging to disadvantaged groups (e.g.: youth living in rural areas, youth with disabilities, youth who are part of displaced populations, etc.).
- Contribute to the exchange of good practices, tools and approaches foreseen under the programme, at the national and regional level; foster strategic coherence, synergies and ensure complementarity and intersectorality with other existing programmes focusing on youth (SHS/CI/ED).

In order to ensure the above , the below tasks were to be achieved:

- Quarterly steering committee meeting- invitation, agenda meeting minutes
- Any partners' meeting- security, refreshment, supporting documents, minutes
- Collecting information/tools
- Monthly report to HQ
- Track a calendar of the project
- Taking part in every activity : drafting communication , note taking, other support, report drafting including a list of participants, press release
- Design an activity
- Draft CN
- Draft consultant/contract TOR

UNV with UNDP- LEAP (Lebanese Electoral Assistance Project)

February 2014-January 2015

- Assisted in all kinds of Research especially Research on Decentralization and Decentralization Laws.
- Coordinated and executed the Library activity at the Constitutionnal council in close coordination with concerned Office
- Assisting and supporting in the assessment and analysis of relevant data related to polling centres, stations, voters, candidates;
- Assisting and supporting the preparation and organization of training programs and materials, thematic workshops, conferences, etc.;
- Providing support to voters wishing to check their information on the Voter Registration (VR);
- Responding to questions raised by callers and providing information on key aspects of the VR process or noting that the call will require follow-up by officials;
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Researcher with ERGO. (Advisory Firm based in New York)

December 2012

- Developed a study on the most influential people in Lebanon by interviewing experts and specialists in different areas : political, economic, strategists etc...

- Wrote articles about every single influential figure with main focus on the source, scope, depth and area of influence as well as the major reasons behind it and the trend of its evolution.

Coordinator at Beirut Institute (Think Tank). End of July 2012- November 2012

- Involved in Research for conference content and selection of agenda topics
- Helped with design of conference programme including research for appropriate panels and discussion boards.
- Assisted in the selection of conference speakers and panelists.
- Coordinated various activities related to the work of Beirut Institute with Strategic Partners involved in planning and preparation of Beirut institute inaugural conference.
- Managed daily Beirut Institute Office Operations.

Volunteer at l’Académie des Hautes Etudes Diplomatiques et Relations Internationales November 2011-March 2012

- Participated in international key conferences related to the academie’s work like ‘ Rencontre des académies et instituts diplomatiques « La gestion des crises Internationales » (ENA / Paris)’
- Organized conferences to prepare students for public institutions acceptance exams as well as ministry of foreign affairs competitive exams
- Designed and prepare training material based on reports developed by the academy and other partner institutions
- Edited training material based on the audience needs (diplomats, political activists, media professionals)
- Established and maintained relationships with contributors to relevant topics of the academic program
- Prepared newsletters on the academic activities for dissemination to relevant members and partners

UNDP Head Office/ PSU (Programme Support Unit) / Internship Summer 2011

Arabiya TV / Researcher (Internship) February-March 2011

Women in Law Power (WILPower) (AED and MEPI) / Moderator November- December 2010

- Was mainly responsible of all kind of Online webinars and discussion forums.
- Coordinated all kinds of online class sessions, hosted and lectured on environmental law.

Beirut International Film Festival / Jury coordinator September-October 2009

- Was mainly responsible of all kind of coordination and communication between the VIP of the Festival as well as international guests and local VIP.

Les Jeux de la francophonie / Protocol Department June- September 2009

- Coordinated all kinds of activities related to the VIPs as well as the international guests.

Youth For Tolerance (USAID) / Position: Moderator October 2008-May 2009

- Coordinated the project’s activities.
- Lectured on Tolerance and Conflict Resolution at Universities, High Schools and Middle schools.
- Worked on awareness campaigns and helped in building good relationships with all kinds of other institutions and organizations.

Internship at the Ministry Of Foreign affairs July-September 2008

- Protocol Department
- International organizations department
- Legal department

Internship at LASD (L.A Sheriff Department)/ International Liaison Unit July- September 2007

- Built good relationship with people from different background.
- Learned new administrative techniques as well as learned more about the American system as a whole.

CONFERENCES ATTENDED

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| 1 | UNESCO Youth Forum. |
| 2 | Annahar Academy : specialized courses in Lebanese and Regional politics, media and journalism as well as Communication, Political Marketing and Political Image. |
| 3 | Rencontre des académies et instituts diplomatiques « La gestion des crises Internationales » (ENA / Paris) |
| 4 | “Arab Legal Forum on the study for the Special Tribunal for Lebanon at the Academy of International Law at the Peace Palace” (the Hague) |
| 5 | “ Second Meeting of States Parties to the Convention on Cluster Munition”(Beirut) |
| 6 | “ First Arab-International Forum of Young Entrepreneurs & Businesspersons” (Beirut) |
| 7 | « Séminaire de formation de l’Académie des Hautes Etudes Diplomatiques et Relations Internationales » (Beirut) |
| 8 | Regular participant and attendee at Issam Fares Center for Lebanon’s conferences. |
| 9 | « Toastmasters Speakers » (A.U.B) |

LANGUAGES

Fluent in written and spoken *French, English and Arabic.*

COMPUTER SKILLS

Operating Systems: Windows 98/NT/2000

Software: MS Office (Word, Excel, Power Point...)

REFERENCES Available upon Request.