

# Operations Manager – Social Media Manager



**Lina Sinno**

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## Career Objective

To achieve a position, that encourages creativity and originality, allowing me to apply my operations management skills, Social Media Excellence & experience to achieve growth for the organization

## Education

2000 : Graduated with Bachelor Degree in Law, La Sagesse University, Lebanon.

## Work Experience

**\*- Business Intercept Ltd – Aug 2017 – Present**

<http://www.businessintercept.co.uk>

**Position: Director**

### Responsibilities:

- Growing clients' social media platforms and managing their contents
- Creating Photographic, Video, Cinemagraph and Gif contents for clients.
- Using [@lebanonspotlights](https://www.instagram.com/lebanonspotlights) as a test bench for new marketing methods and proof of concept.

**\*- Lebanon Spotlights Ltd – June 2015 – Present**

**Position: Director**

### Responsibilities:

- Managing [@lebanonspotlights](https://www.instagram.com/lebanonspotlights) on Instagram and creating contents.
- Managing [@lina.sinno](https://www.instagram.com/lina.sinno) Instagram Channel and creating contents.

**\*- St Barnabas Primary School –UK, May 2013 – Sep 2014**

<http://webfronter.com/westminster/governors/>

**Position:** Parent Governor for London Borough of Westminster

**Responsibilities:**

- Contribute to the strategic discussions at governing board meetings
- Hold executive leaders to account by monitoring the school's performance
- Ensure the school staff have the resources and support they require to do their jobs well, including the necessary expertise on business management and effective appraisal

**\*- Riyadh Cupcakes – KSA. Jan/2011 – Nov/2012 – Moving to the UK**

<https://www.facebook.com/foodspotlightsbylina.sinno/>

**Position:** Owner of an online business for making artistic fondant cakes.

**Responsibilities:**

Designing fondant cakes, executing design of any shape or object into cake.

Managing its Social Media channels

**\*- Rotana Audio Visual Co., Riyadh, KSA March-2009 to June-2012**

Leader Arabic Music Production Company, largest producer and distributor of Arabic music and movies worldwide. And an owner of a bouquet of TV channels.

**Position:** Business Operations Manager – Rotana Group TV Channels

**Responsibilities:**

- **TV programs acquisitions' liaising**
  - Prepares Acquisitions and programming Sheets for approvals by Legal, Finance and the Board of Directors
  - Reviews and authenticates contracts terms for the TV General Manager before starting the process of approving new TV acquisitions and programming.
- **Administration**
  - Organize & facilitate meetings to resolve Suppliers and staff issues
  - Coordination with Marketing & Production departments to properly launch TV campaigns
  - Consolidates all financial data from all departments into an executive summary for the General Manager and the COO (this includes usage of various programs and techniques: MS Excel sheets, Budget, YTD, Actual Versus Budget, Progress and Account Payable)
- **Business Operations Management**
  - Manages and resolves accounting issues with vendors & reconciles vendor account statements and presents them to Senior Management.
  - Monitors Accounts Payable vendors for proper authorization and accurate master data
  - Coordinate activities for Accounts Payable staff for timely payment of invoices
  - Resolves inquiries on payment status for internal and external vendors.
- **Financial Planning**
  - Budgeting, setting financial plans and analyzing revenues
  - Prioritization of payment beneficiaries
  - Interprets contractual payments terms and eligibility as per contracts

**\*- JMALEDDINE LAW FIRM, Beirut, Lebanon July-2002 to Dec-2008 Moving to KSA**

**Position: Lawyer.**

**Responsibilities:**

- Fulfilling all kinds of legal consultation
- Researching and writing rules of court
- Attending court hearings
- Solicit client
- Provide clients with advice and representation on law
- Negotiate contracts
- Present solutions and suggestions to clients

## Activities & Memberships

**VOLUNTEER ACTIVITIES:**

**Debate & Presentation Club Member, Sinno Family Association- Beirut, Lebanon**

Participate in weekly dialogue sessions; engage in social media debates; this continuous opportunity enhanced my communication skills and allowed me to take part in my society and several interests.

## Language & Computer Skills

**Languages:** Fluent in English, French and Arabic

**Computer:**

- **Microsoft Office:** Proficient usage of Word & Excel
- **Presentation Skills:** Very good presentation skills using PowerPoint
- **Social Media Skills:** Facebook's contents management and page management, Instagram content growth management.

## Key Abilities

- Self motivated, able to work in team environments.
- High problem solving abilities and working under pressure.
- Communication and presentation skills.
- Organizing and time management skills.
- Social Media contents & Advertising management
- P&L and Budgeting.

## Personal

Date of Birth : July 4<sup>th</sup>, 1975

Nationality : Lebanese

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References available on request

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