

Nancy Khattab

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EDUCATION

2016 – Present	Masters in Marketing – Lebanese University	Hadath, Lebanon
2013 – 2016	BS in Marketing – Lebanese University	Hadath, Lebanon

WORK EXPERIENCE

Mar 2018– Present	Social Media Executive – OMD (UAE Offshore Team)	Achrafieh, Lebanon
	<ul style="list-style-type: none">• Came up with content calendars for several Majed Al Futtaim malls in the MENA Region.• Prepared the monthly assessment reports for each brand with a focus on KPI targeting.• Attended weekly meeting with marketing agencies to plan content and activations.	
Oct 2017– Dec 2017	Interim Communications Coordinator – Flat6Labs	Beirut Digital District, Lebanon
	<ul style="list-style-type: none">• Created content calendars to be used after the cycle opening across social media platforms.• Produced blog posts and invitation e-mails.• Supported the team and mentors during the boot camp with logistics.	
Sep 2016– Feb 2018	Multi-Channel Network Executive – Chbk	Jnah, Lebanon
	<ul style="list-style-type: none">• Moderated 10 YouTube accounts including video and channel management.• Ensured that each YouTube account is handled according to each client's preferences.• Managed digital rights and copyrights for the company clients.	

INTERNSHIPS

March– April 2016	Marketing Intern – Zomato	Sin El Fil, Lebanon
	<ul style="list-style-type: none">• Attended training sessions in the different departments of the company.• Participated in content creation by suggesting collection ideas.	
July – August 2015	Social Media Trainee – Eastline Online Marketing	Mansourieh, Lebanon
	<ul style="list-style-type: none">• Created content calendars and communication plans for multiple brands.	
July – August 2014	Front office/Finance Department Intern – Four Points by Sheraton Le Verdun	Verdun, Lebanon

EXTRACURRICULAR ACTIVITIES

Jan 2014 – Present	Co-Founder and President- Sama Club (University Club)	Hadath, Lebanon
	<ul style="list-style-type: none">• Facilitated and coordinated 27 activities 13 of them for over 300 students.• Developed and maintained cordial relationships with the sponsors, teaching staff and students.• Handled conflicts facing the team and the events.	
Nov-Dec 2014	Volunteer – Ripples of Happiness Program (Injaz)	Beirut, Lebanon
	<ul style="list-style-type: none">• Launched “Fekrak b ghayrak/فكرك بخيرك” Campaign to promote volunteerism.• Organized the first NGO fair at The Lebanese University.	
Jan-Dec 2014	Volunteer- Lebanese Red Cross Youth Department	Hadath, Lebanon
	<ul style="list-style-type: none">• Planned and promoted events and work.• Attended the required camps and trainings.	

MAJOR TRAININGS ATTENDED

- Balance We Are – EUROMED. (Jordan)
- Global LOYAC program-LOYAC.(Conflict transformation/Leadership/ Communication skills)
- YouTube Audience Growth Certification (90/100)