

CHRISTINE KANJ

CONTACT & INFO		PROFESSIONAL EXPERIENCE			
Email	christina.kanj@gmail.com	2017 – 2018	MediaCom Agency DXB - Part of Group M Dubai, UAE Media Planner - Richmond Account <ul style="list-style-type: none">Planning and monitoring TV, Radio, Digital and Print campaignsWorking with the client and the account team to understand the client business objectives and advertising strategyMaintaining a positive rapport with media vendor partners, keeping up to date with the latest trends in the marketplaceWorking closely with the Media Buying team to ensure flawless implementation of all approved media recommendationsManaging the paid campaign and social media budget, including processing insertion orders, approving invoices, and reconciling funds at the end of campaignsProviding digital activity and campaign performance insight reports to the clientDeveloping, managing, executing and reporting on paid social efforts across various social media platforms (Facebook, Instagram, Snapchat, etc.)Posting and boosting social campaigns on various social channels		
Phone	+971 55 375 8992 +961 3 131394		2011 – 2017	Choueiri Group - Digital Media Services Dubai, UAE Account Manager <ul style="list-style-type: none">Managing the daily flow of work across the digital portfolio from launching to optimizing campaignsSetting up a system to maximize efficiency within the departmentWorking closely with the Sales team to ensure a smooth workflowWorking closely with products teams (Native, Programmatic, Audience and content) setting a system in place across DMSMeeting with Agencies alongside the Sales Team to enhance process and tackle tactical briefsPoint of contact for publishers when implementing new proceduresProviding a thorough Training to all new DMS members on the Unit's processManaging the relationship with Key agencies on an operational level and acting as the single point of contact in case of emergency	
Date of Birth	01-Jan-1985			2010 – 2010	LBC - “Star Academy” Beirut, Lebanon Production Coordinator <ul style="list-style-type: none">Handling candidates' contracts and all necessary paperworkOrganizing candidates' schedulesManaging orientation program for candidatesCoordination and preparation of all candidates' programsHelping candidates at Star Academy Prime
Nationality	Canadian Lebanese				2005 – 2009
CERTIFICATES		2002 – 2003	1997 – 2001	College Lassale Montreal, Canada Bachelors of Business Administration: Hospitality Management College Française Montreal, Canada High School Degree	
Life Coach	Robert Simic Institute Dubai, UAE 2015				
NLP Basic Practitioner	Robert Simic Institute Dubai, UAE 2015				
COMPUTER SKILLS					
<ul style="list-style-type: none">Microsoft Office (Word, Excel, Power Point)Double Click for PublishersGoogle AnalyticsMOATFacebook Business Manager					
COMPETENCIES					
<ul style="list-style-type: none">Team BuildingMultitaskingClear CommunicationProblem SolvingAttention to Detail					
LANGUAGES					
English	<div><div></div><div></div><div></div><div></div><div></div></div>				
French	<div><div></div><div></div><div></div><div></div><div></div></div>				
Arabic	<div><div></div><div></div><div></div><div></div><div></div></div>				
References Available Upon Request					