

EDUCATION HISTORY

MA Media and Communication, Kingston University, London **January 2018**

- Key Modules: Media and Cinema in Global Context, Mass Media to New Media, Psychoanalysis and Media & Freedom, Censorship and Supervision

BA Communication Arts, Lebanese American University, Beirut **June 2016**

PROFESSIONAL EXPERIENCE

Marketing Inter, CYCL, London, United Kingdom **November – February 2018**

- Creating, managing and doing perfect advertising and PPC campaigns on Facebook, Twitter, Google and Bing.
- Spreading brand awareness through maintaining press relationships and crafting press releases.
- Managing CRM systems, maintaining social media & Identifying future business opportunities and markets.

Research Assistant, Lebanese American University, Beirut, Lebanon **May – August 2018**

- Conducted research on content and visual data posted on official Twitter accounts of Lebanese Televisions
- Analyzed online materials and wrote reports summarizing categories of tweets and their online performance
- Carried out content analysis using Microsoft Excel

Photographer and Assistant Social Media Coordinator, Future Television, Beirut, Lebanon **January – September 2015**

- Created my own role as Social Media Coordinator as I felt the show was not leveraging social media properly to promote the show, pitched the idea to the producers and they approved.
- Responsible for updating social media pages of a well-watched primetime TV show
- Updated behind the scene pictures of the program to give the viewer a panoramic perspective

Photographer and Photo Editor, Lebanese American University, Beirut, Lebanon **January – July 2015**

- Led the photography team and photographed portraits of student events including social events, graduation, etc.
- Responsibilities included in art direction, designing the area and background where the pictures should be taken
- Involved in designing the pictures arrangement in the yearbook

Photographer, Lebanese American University, Beirut, Lebanon **March – August 2014**

- Responsible for taking photos of the faculty staff and social events on campus
- Edited photos using Adobe Photoshop and Light-room software

TECHNICAL SKILLS

Video/Photo Editing: Adobe premiere, Photoshop CS6, Light room, Studio Lighting Techniques

Computer skills: Microsoft Office (Word, Excel, Photoshop, PowerPoint)

Language skills: English & Arabic with some working knowledge of French.

HOBBIES

Shooting and editing photography and videography, travelling