

Beirut, Lebanon
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Sabine Sinno
 Creative Director x Social Media

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|------------|------------|---|---|------------------|
| Internship | 06.2018 – | The Wonderful Bureau, Lebanon | | |
| | 08.2018 | <i>Social Media Planning and Digital Branding</i> | | |
| | | Social media planning and digital branding for NGO (Coeur de Miel, Ajialouna) and corporate brands (Cookie Dough, Ramada Hotel, ...) | | |
| | | Manage social media platform (Facebook and Instagram accounts) Develop a social media marketing plan with the marketing manager. Increase brand awareness | | |
| Degree | 05.2018 – | ADrising, Lebanon | | |
| | 06.2018 | <i>Advertising and Marketing Primary Research</i> | | |
| | | Advertising and marketing primary research of the brands including situation analysis, SWOT analysis, target audiences and evaluations Digital and Online campaign creation and implementation including videos, voice overs, model casting, and photoshoots | | |
| | 08.2016 – | American University of Beirut (AUB), Lebanon | | |
| | 06.2019 | <i>Bachelor of Arts (BA) in Media and Communications GPA: 3.88 (88.24%)</i> | | |
| | 09.2000 – | International College (IC), Lebanon | | |
| | 06.2016 | <i>Lebanese Baccalaureate in Life Sciences French Section</i> | | |
| | 02.2019 – | Outdoors (AUB) | | |
| Experience | Present | <i>Offline Marketing and Public Relation Member</i> | | |
| | | Develop and drive the strategy offline marketing (activations, pop-ups, merchandise, mascot) Point of contact with influencers | | |
| | 09.2018 – | Media Student Society (AUB) | | |
| | Present | <i>Cabinet Member -Treasurer and Creative Director</i> | | |
| | | Creating promotional campaigns and daily feeds for print and digital platforms (Facebook and Instagram) | | |
| | | Plan and organize events as per the university regulations of successful events including: Society Social Gathering, TedX AUB, Comedy Night, and Short Film Festival | | |
| | 01. 2017 – | Outlook AUB (weekly newspaper) | | |
| | 12. 2018 | <i>Staff writer for and PR member</i> | | |
| | 07. 2017 – | Mesh Aayb Fundraising Fashion Show (children with hearing loss) | | |
| | 12. 2017 | <i>Main organizer and Creative Director</i> | | |
| | | Certificate of Appreciation from the Medical Audiology Sciences Student Society AUB | | |
| | 2013-2016 | Student Representative Council Member (IC): | | |
| | 2016 | <i>Social Media Representative</i> | | |
| | 2016 | <i>Organizer at "Fashion Factory" Fashion Show</i> | | |
| | 2015-2016 | <i>Organizing gala dinners, movie nights, and bake sales</i> | | |
| | 2015 | <i>Treasurer at "O 1 NE and ONLY" Fashion Show</i> | | |
| | 2014 | <i>Back Stage at "Line Up" Fashion Show 2016</i> | | |
| | 2016 | "Tribune", Secondary School French Newspaper (IC) | | |
| | | <i>Editor and Layout designer alongside the French department chairman.</i> | | |
| | 2013 | Entertainment and bulletin board club member (IC) Layout Designer and Executer | | |
| Volunteer | 2013 – 16 | Class Representative (IC) | | |
| | 2013- | <i>The Embrace Fashion Show – Backstage worker to raise awareness about suicide rates in Lebanon.</i> | | |
| | Present | <i>Working with ECHOS (Early Childhood Hearing-Loss Orientation Services) – Change of logo</i> | | |
| | | <i>Volunteering part of the IC community service curriculum: Sawa-Fundraising for refugee camps in Bekaa.</i> | | |
| | | <i>Nasma-Tutoring Syrian refugees and underprivileged Lebanese students.</i> | | |
| | | <i>Volunteering at The Social Welfare Institutions (Jnah) – Daily activities with orphans</i> | | |
| | 2016- | AUB Faculty of Arts & Sciences Dean's Honor List (5 semesters) | | |
| | 2016 | The Nabil Rahhal Leadership Award (IC) | | |
| Awards | | Activities Award for Enthusiasm and Commitment (IC) | | |
| | 2014 | Certificate of Excellence in Arts (IC) | | |
| | | Community Service Award (IC) | | |
| | 2013 | 2013 Art Award: Award Presented for Skills in Arts and Creativity (IC) | | |
| Skills | Language | Arabic ● ● ● ● ● | English ● ● ● ● ● | French ● ● ● ● ● |
| | Technical | Writing feature stories, front of books and news releases ● ● ● ● ● | Microsoft Office (Excel, Outlook, PowerPoint, Publisher & Word) ● ● ● ● ● | |
| | | Illustrator, Photoshop, InDesign ● ● ● ● ● | HTML5 and Python ● ● ● ● ● | |
| | | Photography ● ● ● ● ● | Data-entry and surveying ● ● ● ● ● | |
| | Soft | Leadership, Communication, Organizational, and Management ● ● ● ● ● | | |