



Ziad Al Nahas

ziadnahas@hotmail.com ✉

+965 99478951/+961 70096212 📞

Kuwait City | Beirut 📍

linkedin.com/in/ziadnahas915 in

As a lover of innovation, translating art into business communications and creativity, I have served as a key player in reorganizing how the companies I have worked with operated, I have developed my own approach to communicating business objectives to different types of clients across multitudes of industries and I have recognized my true value as a team player. Hard work, people-orientation, futuristic-thinking & artistic inclinations are what position me as a team leader in the media field and what make me love what I do. With everything I do, I aim to leave a mark on the fields of communication, media and storytelling be it to serve multinational corps., small brands or art productions. Therein lies my true potential at this stage in my career.

WORK EXPERIENCE

Digital & Social Media Specialist Starbucks MENA

03/2020 - 12/2020

Result-Driven Achievements

- Led the **creative** and **web development** teams' **content creation** process for social media handles, landing pages & the Starbucks MENA website.
- Worked closely with **third-party agencies** to achieve **target reach, impressions, engagements** and **LP traffic**.
- Negotiated, documented and oversaw the final **negotiations** on **budgets**.
- Handled the brand's **community management** (PR, Social Media Feedback & Host Brand Communications).
- Led the brand's **sustainability initiatives, product launches & shop openings** through digital communication campaigns.
- Revamped the brand's entire **Store Location Pages** across 10 markets, spanning 850 locations using **Yext Software** and **GMB**.
- Prepared analytic **campaign-specific** reports using **Brand Watch, Crowd Analyzer, Social Bakers** and **Google Analytics**.

Market Research Associate Dun & Bradstreet

04/2019 - 03/2020

Result-Driven Achievements

- Revamped the company's **database templates**, data-entry **backend systems** and internal **CRM tools**.
- Conducted **commercial market research** on over **3000 MENA-based** corporations at a **96% average accuracy rate**.
- Managed the company's **comms., reporting & marketing strategies**.
- Delivered **team trainings** on **research, data analysis & processing** to the company's teams in Nigeria, India, Saudi Arabia and Lebanon.

Jr. Account Executive USC Production Agency

07/2017 - 01/2019

Achievements/Tasks

- Served as the **creative & strategic liaison** between clients and the team.
- Negotiated **costs, innovative strategies** and **creative directions** with clients.
- Overhauled the company's **brand image, internal branding**, print **portfolio** and developed its **digital branding strategy**.
- Managed **signage** and **billboard design, construction** and **installation**.
- Represented the company in **industry exhibitions** in Dubai & Kuwait.

EDUCATION

Business Administration - Entrepreneurship American University of Beirut

2012 - 2017

International High School Baccalaureate Rawdah High School

2008 - 2012

TECHNICAL & SOFT SKILLS

Google Analytics SEO Copywriting

Social Media Account Management

Web Design GDN Development

Data Management Event Planning

Microsoft Office Suite CRM

Music Composition Video Editing

Content Creation CSR Strategy

Team Training Project Leading

Budget Control Liaising Pitching

Client Servicing Team Empathy

Team Training

FREELANCE CLIENTELE

Freelance Marketing (2018 - 2020)

[Harley Davidson](#), [Universal Music](#), [Jameson](#), [Careem](#), [BoConcept](#), [Delonghi](#), [Beirut Design Week](#), [The Luxury Closet](#), [Qatar Air Cargo](#), [Galerie Cheriff Tabet](#) and more.

CREATIVE PROFILE

BRZ Portal - A Storytelling Platform 📄

- This virtual platform is a web **portal** that I **designed, developed, wrote** and continue to **promote**. It is a constantly growing body of **visual** and **written stories, poems** and **posts** that describes the world as I see it. It is the accumulation of my work as a **writer, poet, music composer** and **filmmaker**. It is a portal, written, designed and curated **for the people** that delve and live in **stories** and **art**.

LANGUAGES

English
Native or Bilingual Proficiency

Arabic
Native or Bilingual Proficiency