

VANESSA AZZI

Dawra, Beirut - Lebanon

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EDUCATION

From 09/2015 to 06/2016	Antonine University - University of Toulon Double Masters' degree program in Information and Communication specializing in Media Engineering Courses Taken: Semiology, Introduction to Crowd Psychology, Communication Crisis, Introduction to International Marketing, Media Techniques, Introduction to Argumentation, Time Management, Research Methodology <i>*Master's degree is not acquired</i>	Baabdah, Lebanon
From 09/2007 to 06/2011	Holy Spirit University Bachelor of Arts in Communication and Journalism	Kaslik, Lebanon
From 09/2003 to 06/2006	Collège de la Sagesse Saint Joseph Lebanese Baccalaureate Certificate of Secondary Education in Humanities	Achrafieh, Lebanon
From 09/2002 to 06/2003	Collège N.D. du Mont Carmel	Fanar, Lebanon
From 09/1990 to 06/2002	Sainte Famille Française	Fanar, Lebanon

PROFESSIONAL EXPERIENCE

From 09/2017 until 03/2019	Anghami Position Held: Social Lead <ul style="list-style-type: none">• Structure the social team• Design a strategy for the brand• Train social executives in content drafting, moderation and reporting• Manage content flow across multiple channels both stock, campaign and flow• Build momentum across B2B accounts• Liaise with content, design and media teams to amplify and scale social effort	Beirut, Lebanon
From 10/2009 until Present	Freelance Reporter and Copywriter <ul style="list-style-type: none">• Articles in Noun Magazine, Edge, Focus Magazine, Third Sector Magazine, around Art, Luxury, Business and NGO endeavors• Press releases for private companies such as Longchamp, Spalding etc.	Beirut, Lebanon
From 12/2016 until 09/2017	Olive Branch Position Held: Social Media Consultant / Strategist <ul style="list-style-type: none">• Develop brand awareness & online reputation• Draft yearly strategy & strategize digital campaigns• Plan & control the budget of all digital marketing campaigns• Develop new communication plans for the websites• Implement strategies to drive traffic to the company's websites	

Ricardo Karam from January 2017 until August 2017
Mandate: Consulting & Strategy Drafting



TAKREEM from January 2017 until August 2017
Mandate: Consulting & Strategy Drafting



From 12/2015 until 11/2016

MindShare MENA

Sodeco, Lebanon

Position Held: Senior Social Media Executive

- Copywriting
- Content management
- Develop brand awareness & online reputation
- Cultivation of leads and sales through community management and implementation of social media campaigns
- Draft strategies for specific platforms
- Contribution to yearly strategy drafting and implementation
- Assessment and analysis of online performance and presenting clients with recommendations for performance optimization

Managed Brands:

Zain Group from July 2016 until November 2016

Mandate: Consulting, Community Management, Reporting, Strategy Drafting & Implementation



Infiniti Middle East from December 2015 until April 2016

Mandate: Copywriting, Community Management & Reporting



Castrol Arabia from December 2015 until August 2016

Mandate: Copywriting, Community Management & Reporting



HSBC Egypt from August 2016 until November 2016

Mandate: Community Management



Alissa Auto Nissan (Saudi Official Car dealer) from July 2016 until November 2016

Mandate: Copywriting, Community Management & Reporting



Safio Arabia (As-Safi Danone) from May 2016 until August 2016

Mandate: Copywriting, Community Management, Reporting, Strategy Drafting & Implementation



From 09/2012 until 12/2015

Music Is My Life

Beirut, Lebanon

Position held: Marketing Manager

- Develop marketing plans for music releases and follow-up on their implementation, including their digital and physical launch strategies and media planning
- Draft & implement annual strategies for the social media platforms of MIML's managed artists
- Contribute to content creation & analyze fans' and followers' growth, engagement rate to optimize their future communication
- Write press releases, biographies & newsletters in English and French
- Draft Product Placement and follow-up on implementation

From 02/2012 until 08/2012	Rania Marina s.ar.l. / Phoenix Position held: Operation Manager <ul style="list-style-type: none"> Ensure the security and the safety of the crew on board of cargo vessels (including training of the crew in case of crisis) Responsible for the renewal of the vessels' certificates and the finalization of their chartering agreements 	Beirut, Lebanon
From 11/2011 to 01/2012	Jana Contact Center Position held: Telemarketer <ul style="list-style-type: none"> Telemarketer for a Telecom brand in France: Orange 	Beirut, Lebanon
From 09/2010 to 11/2010	Al-Balad Newspaper Position held: Journalist <ul style="list-style-type: none"> Draft or sincerely copy paste news articles from press agencies to fill three Economy pages during the week and five additional sports pages during the weekend 	Beirut, Lebanon

INTERNSHIPS

From 07/2010 to 09/2010	Future TV Position held: Editor <ul style="list-style-type: none"> Write & edit the news broadcast (French journal) 	Beirut, Lebanon
From 07/2008 to 09/2008	Ad-Dabbour Weekly Newspaper Position held: Journalist <ul style="list-style-type: none"> Write satirical news clips on social issues 	Beirut, Lebanon

WORKSHOPS, CONFERENCES & CERTIFICATES

07/2018	LinkedIn Certificate - Content Marketing: Social Media	Online
05/2018	LinkedIn Certificate - Marketing Foundations: Growth Hacking	Online
10/2017	LinkedIn Certificate - Bill George on Self Awareness & Leadership	Online
09/2017	LinkedIn Certificate - Marketing with Snapchat	Online
08/2017	LinkedIn Certificate - Learning to Write Marketing Copy	Online
08/2017	LinkedIn Certificate - Building an Integrated Online Marketing Plan	Online
08/2017	LinkedIn Certificate - Business Storytelling with C.C. Chapman	Online
07/2017	LinkedIn Certificate - Content Marketing: Staying Relevant	Online
07/2017	LinkedIn Certificate - UX Foundations: Content Strategy	Online
07/2017	LinkedIn Certificate - Content Marketing Foundations	Online
06/2017	LinkedIn Certificate - Online Marketing Foundations	Online
12/2016	LinkedIn Certificate - Communication Fundamentals	Online
11/2016	LinkedIn Certificate - Crisis Communication	Online
10/2016	LinkedIn Certificate - Rock Social Media	Online
10/2016	LinkedIn Certificate - Social Media NonProfits	Online
09/2016	Facebook Blue Print Session <ul style="list-style-type: none"> Part of Facebook's Global Training Program to help businesses reach their goals 	Beirut, Lebanon
05/2016	Middle East Social Media Festival <ul style="list-style-type: none"> Conducted by Right Service and Saint Joseph University- USJ, the main themes discussed were social media optimization and employee advocacy 	Beirut, Lebanon

04/2010

Joint Workshop USEK-ISCC/CNRS

Beirut, Lebanon

- Conducted by the researchers Mr. Michel Durampart of the Institute of Communication science - CNRS- Paris and Mr. Joe Moukarzel, former dean of the Journalism department at the Holy Spirit University. This workshop was followed by a public presentation as a prelude to the conference of Mr. Dominique Wolton, Research Director and Head of the Communication Sciences Institute of the CNRS in France, which was entitled: “Cultures, politics and religion in public space”.

*Certificate available upon request

SKILLS & ABILITIES

SOCIAL MEDIA TOOLS KNOWLEDGE: Social Bakers Builder, Social Bakers Analytics, Meltwater Engage, Engagor, Sysomos Listening tool, Nuvi, Radian6, Hootsuite

OTHER TOOLS: Basic knowledge of InDesign, Photoshop, SEO, WordPress, SKWID and INews

LANGUAGES: English, Arabic and French (fluently read, spoken and written), Spanish and Italian (Elementary level)

SOFT SKILLS: Developed communication skills, excellent writing skills, creative mindset and concept storming, continuous eagerness to learn, time management, problem solving, relationship building, ability to work under pressure, extensive cultural knowledge

REFERENCES

Available upon request