

# Tyia El Helou

Baabda 610 Building, Baabda Main Road • Baabda, Lebanon  
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## Experience

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### **Assistant Producer - Sar El Waet, MTV Lebanon (Naccache, Lebanon)**

*September 2018 - Present*

- Prepare the show's rundown and script with the producer.
- Supervise the editing and taping of the reports for the live shows.
- Coordinate with the production, editing and archive departments on daily bases.
- Prepare cue cards in accordance with the script for the talk show host.
- Assist the producer, content producers and talk show host during live shows.

### **Celebrities Coordinator - Celebrity Duets (Season 3), MTV Lebanon (Naccache, Lebanon)**

*November 2018 - February 2019*

- Liaised with the Celebrities and the production on daily bases.
- Organized the Celebrities' schedules, rehearsals, recordings and filming sessions.
- Assisted the Celebrities backstage during live shows.
- Worked closely with the Executive, Creative, Audio, Content and Technical Producers.

### **Social Media Coordinator - Bimawdou3ieh, MTV Lebanon (Naccache, Lebanon)**

*September 2016 - September 2018*

- Managed Bimawdou3ieh's social media accounts (Twitter, Facebook and Instagram).
- Implemented social media strategies and produced engagement reports.
- Prepared and coordinated questions for Bimawdou3ieh's guests.
- Assisted Bimawdou3ieh's producer, director and talk show host during live shows.

### **Marketing & Communication Executive, Les Affichages Pikasso (Beirut, Lebanon)**

*October 2017 - May 2018*

- Prepared and updated the company's marketing and communication plans, strategies and reports.
- Worked on the internal and external communication of Pikasso (social media, press releases, speeches, and website).
- Implemented Pikasso's advertising and promotional activities: copywriting, design, layout and production of supporting marketing literature (presentations, catalogues, calendars etc.)
- Coordinated public relations activities, including news, product release to the media, and customer newsletters, as well as maintained relations with advertising agencies and industry trade associations.
- Assisted in the preparation of the Pikasso d'Or event, and other events organized by the company.

### **Communication & CSR Executive, Cornerstone Development (Beirut, Lebanon)**

*January - July 2017*

- Conceived and developed efficient and intuitive communication and marketing strategies.
- Conducted market research and analyses on online platforms to evaluate trends, brand awareness and competition ventures.
- Wrote, copied, and managed marketing materials (leaflets, posters, newsletters, and DVDs).
- Generated, executed and managed marketing campaigns across social media platforms (Twitter, Facebook, Instagram, and YouTube).
- Monitored progress of campaigns using various metrics and submitted reports of performance.
- Organized various events and product exhibitions.
- Engaged and participated in all CSR activities, internally and externally (UNGC etc.)

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## PR & Communication Intern, United Nations Information Centre (Beirut, Lebanon)

*June - August 2014*

- Organised press conferences, meetings, briefings and other PR events.
- Wrote press reviews, press releases, statements, news stories and reports.
- Assisted UNIC's Director and National Public Information Officer on daily bases.
- Managed UNIC's website and social media accounts (Facebook and Twitter).

=> Worked on copywriting projects for Saatchi & Saatchi (2018) and Kamsyn Online Magazine (2016 - 2017)

## Education

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**City, University of London**

Graduate Diploma in Law - GDL

**September 2015 – July 2016**

**City, University of London**

M.A., Political Communication (with Merit)

**September 2014 – September 2015**

**Université Saint Joseph de Beyrouth (USJ)**

B.A., Political Science and Public Administration (with Merit)

**February 2012 – July 2014**

## Languages

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- **Native:** English, French and Arabic
- **Beginner:** Spanish
- Ability to translate from and to: French, English and Arabic
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## Additional Skills

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- Management and organisational skills.
- Ability to work under pressure and multitask.
- Copywriting and editing skills
- Proficient in Microsoft Office Suite, Macintosh OS and Google Apps.

## Interests

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Reading, writing, traveling, volunteering, cooking, and swimming.

=> *References available upon request.*