

PERSONAL INFORMATION

Birth Date	: 01/01/1987	Residence Location	: Mansourieh El-Metn, Lebanon
Gender	: Female	Marital Status	: Single
Nationality	: Canadian/Lebanese	Languages	: English, Arabic & French

CAREER OBJECTIVE

A business professional, with 9+ years of diversified experience in all aspects of marketing, social media and advertising, seeking to work for a well-respected organization which presents professional development and escalation potential in order to further build upon my academic knowledge, training and experience while benefiting the employer and pressing forward my career.

EDUCATION**Bachelor's Degree in Communication Sciences****2009**

Université de Montréal – Montréal, Canada

Granted Scholarship from CCICL association (Chambre de Commerce et d'Industrie Canada Liban) based on academic performance

PROFESSIONAL EXPERIENCE**INJAZ Lebanon- Lebanon****2014 – Present****Marketing and Communications Specialist – In Charge**

INJAZ Lebanon is an educational non-profit organization, member of INJAZ Al-Arab and affiliate of Junior Achievement (JA) Worldwide, the world's largest and fastest growing youth business organization. It works hand in hand with the business community to inspire and educate youth on Entrepreneurship, Work Readiness & Financial Literacy through hands-on training programs.

Responsibilities:

- Creating and executing the organization's marketing plan and communications strategy
- Developing and tracking the budget for marketing and communications related activities.
- Conceiving and managing the production of communication material such as newsletters, annual report, videos and collaterals.
- Managing and strengthening online communication including social media strategies, website, digital campaigns and advertisements.
- Expanding traditional media relations and coverage.
- Organizing and managing yearly events such as the annual Young Entrepreneurs Competition (YEC), EBDA Business Plan Competition, EEP Business Plan Competition, etc.
- Planning, budgeting and executing the marketing and communications activities of projects in partnership with international organizations and donors such as UNICEF Lebanon, the Middle East Partnership Initiative (MEPI), US Government, European Union, Government of Netherlands, etc.
- Providing accurate visibility reporting to all sponsors and donors.
- Ensuring that marketing and communication materials are always in line with Junior Achievement/INJAZ Al-Arab branding and messaging guidelines.

iAXCESS - Lebanon

2010 – 2014

Marketing Manager (2013-2014)**Marketing Coordinator (2010-2013)**

iAXCESS is a leading regional distributor of best in breed IT Products and security solutions. With its offices spread in Dubai, Jordan, KSA and Lebanon and reselling partners in the region, iAXCESS serves in more than 22 countries offering competence and expertise. It provide best IT solutions to Enterprises, ISPs and mobile operators, servicing Clients in the Middle East, Gulf Counsel Countries and Africa.

Responsibilities:

- Design, implement and facilitate annual marketing plan for the company.
- Offering marketing localization services to vendors (branding image, brochures, presentations, advertisements)
- Managing Vendor's marketing budget and Resellers' funds' allocation
- Organizing Seminars and Road-shows for vendors all over the MENA region
- Working on the branding image of iAXCESS including company profile, collateral design, and giveaways
- Managing social media team and organizing competitions and promotions
- Responsible for the online mail marketing campaigns associated with landing pages for tracking results

SKILLS

- Marketing, Social Media, Sales, Graphic Design and Branding.
- MS Office Applications, Adobe Photoshop, Adobe Illustrator, In-Design, and CRM.
- Event management

ACTIVITIES

- **Member at Association ALUDEM**, Lebanese Students Association at Université de Montréal
- **Member at Association TOLLAB**, Lebanese Students Association in Montréal.
- **Volunteer at la Maison des Dauphins, Montreal, Canada.**
- **Volunteer at INJAZ Lebanon**, delivered entrepreneurship program to students aged 15-16 years old.